

62

[1962]

Will White

MELON SEEDS



'39th

annual catalog [1962]

WHOLESALE & RETAIL

Active member of: American Seed Trade Association, Southern Seedsmen's Association, and Texas Seedsmen's Association.

"GOOD PURE SEED
FROM GROWER
TO GROWER"

Trade Mark Registered

WILL WHITE

MELON SEED FARMS

Texas' Largest Seed Grower

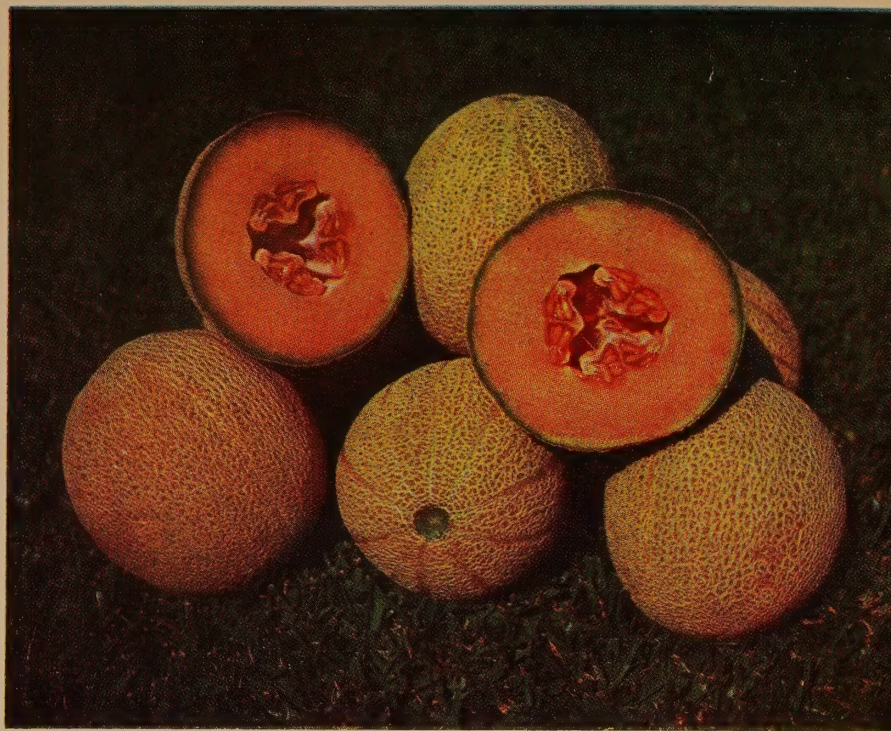
POOLVILLE, TEXAS

WEATHERFORD, TEXAS

**MILDEW RESISTANT
No. 45 CANTALOUPE
ORDER No. 32**

*(See page 30 for detailed description
and prices)*

If you want a flavorful cantaloupe combined with good shipping qualities as well as being high in disease resistance, you will do well to try some of this variety.



GOOD PURE SEED from GROWER to GROWER



**CLARA LEE
FLORIDA GIANT
BLACK DIAMOND
OR CANNON BALL
ORDER NO. 17**

Wherever watermelons are extensively grown, the reputation of WILLHITE'S superior seed for quality, productivity, and purity is well established and they are recognized by the trade as a standard of excellence. See page 6 for further description and prices.

Day Phone: LYric 4-7519
Night Phone: LYric 4-6465



WILLHITE MELON SEED FARMS

FOOLVILLE, TEXAS

IMPORTANT: To receive your seeds as well as our special prices, fill in this order form and mail it to us.

Name _____	Address _____
City _____	State _____
Post Office _____	Express or Registered _____
Station _____	Railroad _____
Amount Enc. _____	
Date _____	
Please Do Not Write In This Space	

HOW TO TELL WHEN A WATERMELON IS RIPE

Never press on a watermelon with the palm of the hand to see if it is ripe. To do so bruises the melon and makes it unfit for consumption. A green melon will have a clear ring when thumped, with shiny glossy rind, whereas a ripe melon has a dull dead sound, with not so much sheen and on the dark rind varieties they are usually a little rough to the feel of your hand, with rind becoming much harder due to the fact they have completed their growth. The quality of many melons is ruined by abuse trying to see if they are ripe. One that is vine ripened is much better in every respect.

The Willhite Melon Seed Farms warrant within the container, within recognized price, that seeds sold are as described on the container, within recognized tolerances. Seller gives no other or further warranty, express or implied.

SPECIAL NOTICE

Our 25c packages contain $\frac{1}{2}$ ounce of seed except Bush Desert King which contains $\frac{1}{4}$ ounce and when your order calls only for that size packages we pay the postage on them; however should your order include even as much as $\frac{1}{4}$ lb. of any other variety of seed besides the 25c package you pay postage on the full amount. If your order contains Hotkaps, Spergon, or Black Leaf 40 you also pay postage on the entire order. PLEASE be sure to send enough money to cover the postage so that we will not have to write you regarding this or deduct from your seed. If too much is sent, same will be refunded in postage stamps wrapped in wax paper inside your package. Please notice postage rates on page 40.

OUR THIRTY-NINTH ANNUAL CATALOG

This catalog is our salesman. Much time and effort has gone into its preparation and it contains valuable information, not only in regard to seed but also as to how melons may be successfully grown.

IMPORTANT!

When buying our Certified seed from local dealers be sure that the bags are still intact with seals and strings unbroken as they were when they left our plant. Certified seed should always be sold in the exact amount that the certified tag shows it to be; the amount not to be changed after it leaves our hands.

PLEASE SIGN YOUR ORDER

Total

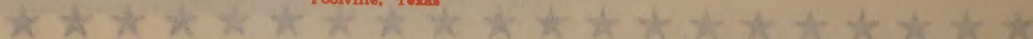
SIGNATURE

NOTICE

All quotations, acceptances of orders and promises of shipment are subject to change, limitations or cancellations made necessary by Seasonal Conditions, State, Government regulations or other hazards beyond our control affecting our operations. We exercise care to have all varieties true to name, nevertheless it is understood and agreed that should any variety prove untrue to name that we shall be liable only for the sum paid, and shall not be liable for any greater amount.

WILLHITE MELON SEED FARMS
Foolville, Texas

IF YOU ARE CHOICE





MISS CLARA LEE WILLHITE

Public confidence has always been the basis of successful business. We feel sure that this is one of the major factors which has caused the amazing growth of Willhite Melon Seed Farms from a small local seed business started by my late father, T. A. Willhite, in 1919 to one of the leading seed companies in the nation today. We have endeavored to merit your confidence by the installation of the best equipment for cleaning and processing of seed, plus the fact that all seed has been grown under the strict supervision of men who are specially trained for this work.

We keep in touch with experimental stations which are developing new varieties and you may be sure that we will offer them to you as soon as they are made available.

We shall continue to give you the best quality seed and the efficient service of our faithful staff of workers who have been with us many years.

This is our thirty-ninth annual catalog and represents our forty-second anniversary.

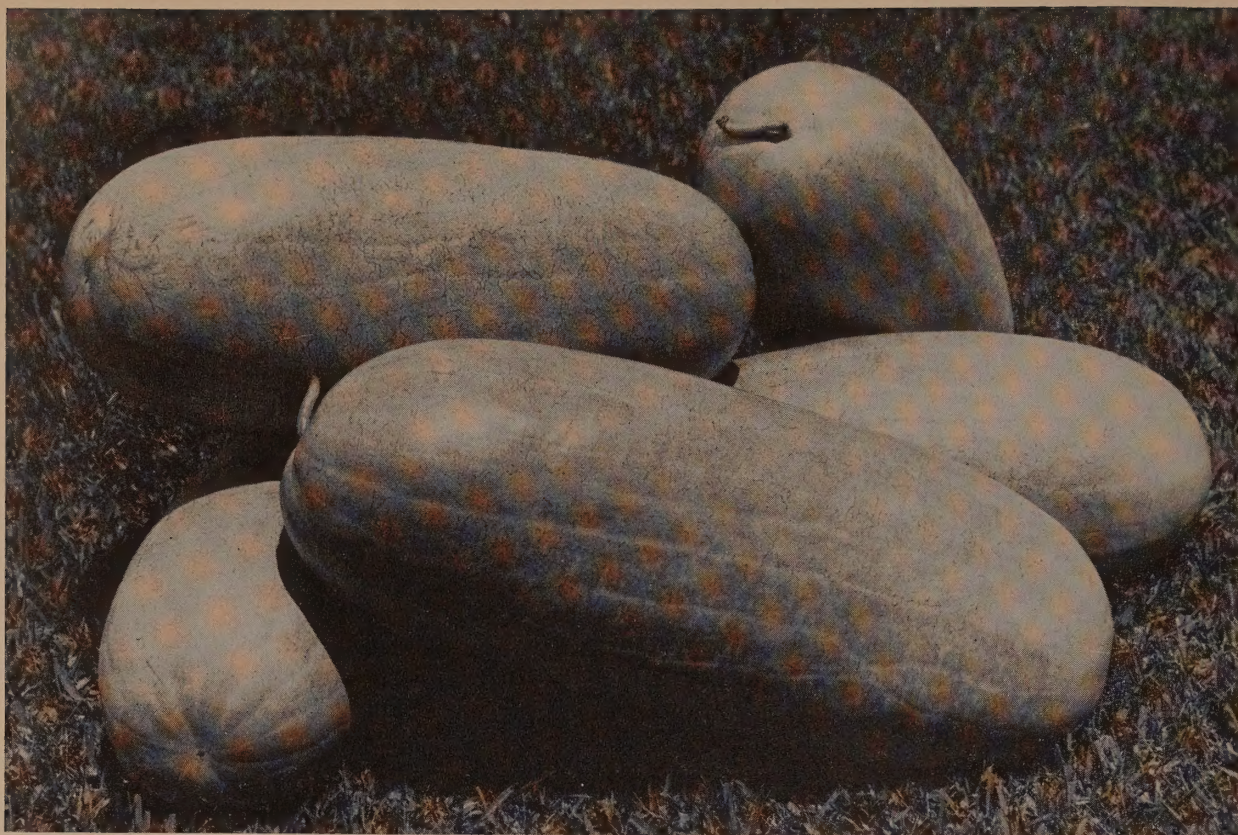
Insist on Willhite's Seed. You Will Appreciate the Difference.

NEW RELEASE—SHIPPER WATERMELON—ORDER No. 86

RESISTANT TO FUSARIUM WILT

The Shipper watermelon, recently released by the Experiment Station of the Mississippi State University, is a round to slightly oblong melon like the Black Diamond. It is very uniform in shape and is perhaps the most wilt-resistant melon of this type and this characteristic is one of its best recommending features. Consequently it may be planted on Fusarium-infested soil year after year and is adaptable to most areas except where anthracnose occurs as it is not resistant to anthracnose. The Shipper is generally larger than the Blackstone and somewhat smaller than the Black Diamond, weighing about 30 to 35 pounds. Rind is dark green, relatively smooth, about $\frac{1}{2}$ inch thick, tough (hard but not flexible) and has no weak points; flesh is deep red, sweet and tender, solid and very firm, which adds to its keeping and shipping qualities. Seeds are white, cream and brown, a distinguishing varietal characteristic; they appear shiny brown just after the melon is cut. This melon matures as early as the Black Diamond or Charleston Gray and sometimes earlier and yields as many melons per acre as other prolific varieties. Certified: 1 to 5 lbs. \$3.00 per lb; over 5 lbs. \$2.75 per lb. Special Stock seed: \$3.50 per lb. All plus postage. No 25c packages on this seed.





SPECIAL STOCK SUGAR LOAF—ORDER No. 9

(See page 19 for full description)

These seed are from the largest and choice melons, weighing from 50 pounds and up. They were really a beautiful sight, all running very uniform in shape and cutting qualities. Packed in sealed bags at \$2.50 per lb. All plus postage. No 25c packages on these seed.



CERTIFIED BLACK DIAMOND—ORDER No. 17

WILLHITE'S OKLAHOMA GROWN CERTIFIED BLACK DIAMOND ORDER No. 17

Each year we grow a few hundred acres of Certified Black Diamond in the state of Oklahoma as there is a certain demand for seed grown in that state. The stock this seed is grown from was originally our stock. These fields are inspected by State Inspectors who see that they conform with state inspection laws, as well as by us and our own inspectors which gives you double protection. They were well isolated, even further from any other melons than the certified program called for. These melons are large, with glossy, black-green rind; rind is thin but tough making it one of the best shippers. Flesh is deep red, crisp, tender and sweet; seed grayish-black. Mid-season melon; very hardy and able to resist drought well.

These seed come to you in one, five and ten pound sealed bags, already treated with Seed Treatment. We cannot break the seal on a bag to ship you a smaller amount than one pound, so please do not order less than this amount. 1 lb. bag, \$2.20; 5 lb. bag, \$2.15 per lb.; 10 lb. bag, \$2.10 per lb.; 11 lbs. or more, \$1.95 per lb. All plus postage. REMEMBER no 25c packages on this seed.

WHITE SEEDED WATSON—

ORDER NO. 44

(See color photograph
on page 18)

This is without a doubt the largest growing Watson melon and will grow well over one hundred pounds if properly pruned and growing conditions are favorable. There are several farmers in Parker County who have standing orders for these melons at \$25.00 each, guaranteeing them to weigh 100 pounds or more. It has a blue-green shiny rind, although not quite as blue as the Blue Rind Watson. Seeds are cream to brown, same size as other Watson seed. Most melons are same shape but some few will run more block ends. Flesh is red; vines grow rank and vigorous, having large leaves which cover the melons and help to prevent sunburn. Due to the huge size of these melons it takes longer for them to mature so we advise



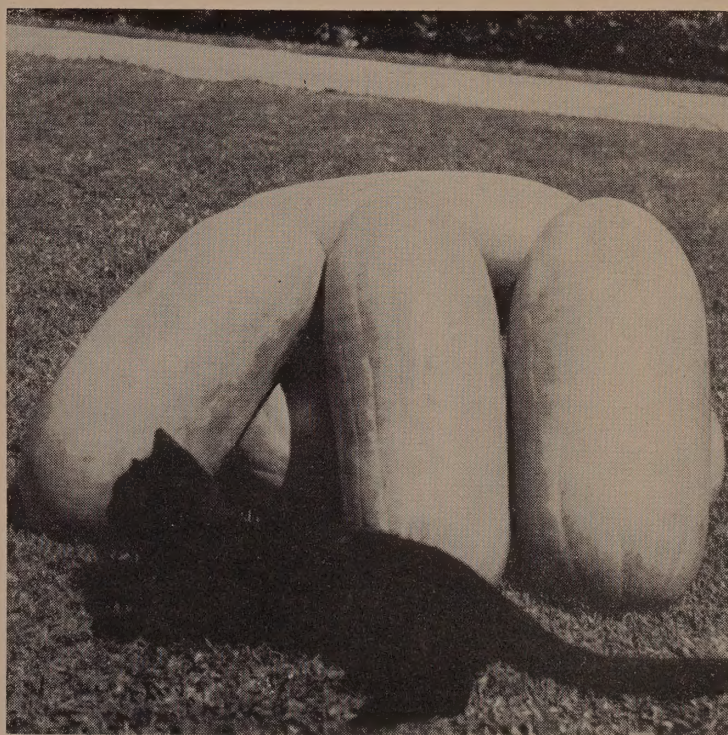
Miss Clara Lee with two White Seeded Watson

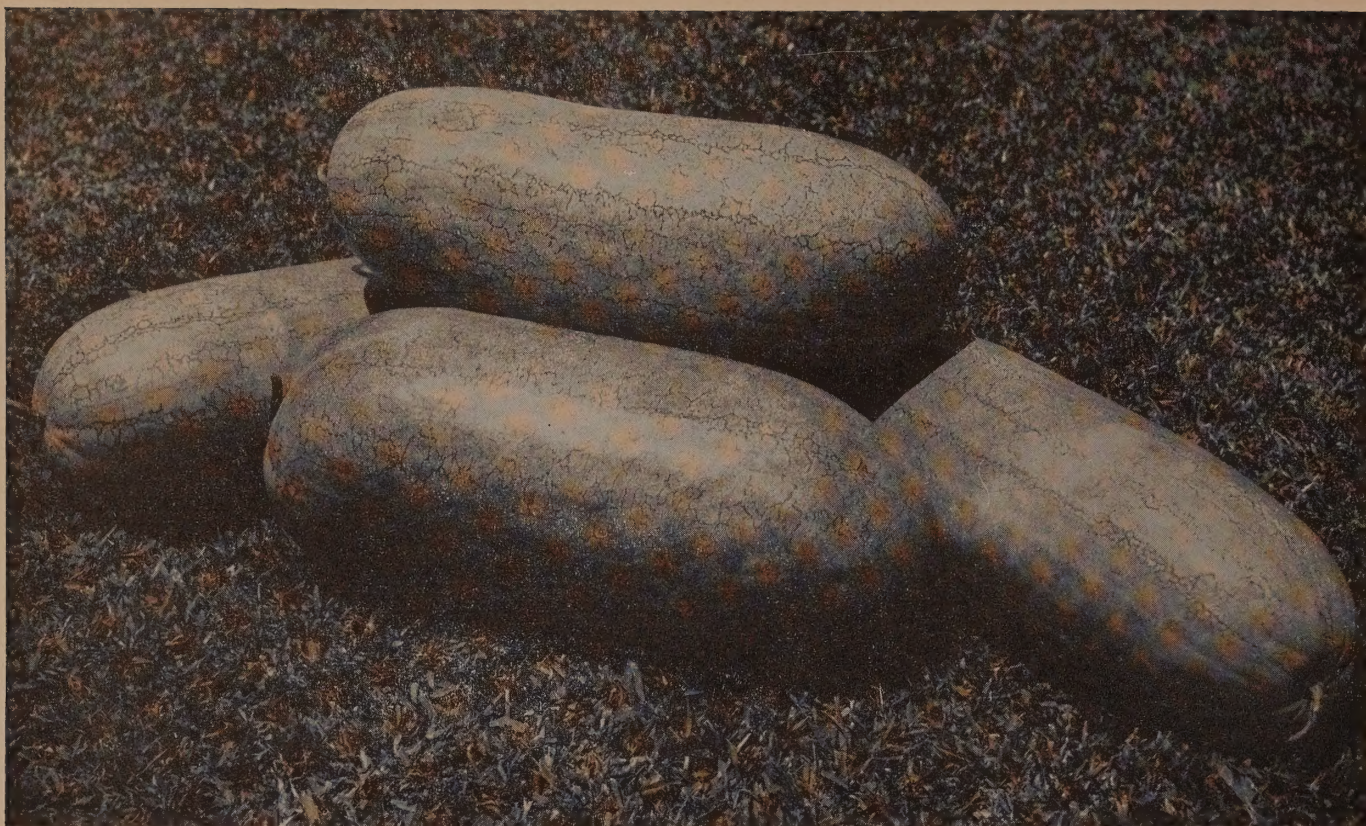
that you leave them on the vines two weeks after you think they are ripe. They will hold up quite a long time after ripening. I strongly advise you to try this melon if it is size and tonnage you want. 2 lbs. or more \$2.50 per lb.; 1 lb. \$3.00; ¾ lb. \$2.40; ½ lb. \$1.65; ¼ lb. 90c. Special stock \$3.25 per lb. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except Special Stock seed.

NEW RELEASE CHARLESTON GRAY 133 ORDER No. 85

(Anthracnose and Fusarium Wilt Resistance)

The Charleston Gray 133 watermelon was developed by the Agricultural Experiment Stations of Purdue University, Lafayette, Indiana. In appearance this melon is practically indistinguishable from the Charleston Gray melon, having the same long, light green rind and extra-red flesh of fine firm texture and sweet flavor. The seed are brownish-black, rind hard and thin that makes for excellent shipping. Maturity date is about ninety days, depending on climatic conditions. A factor of great importance is that the degree of wilt resistance is much higher in this melon than in the Charleston Gray. CERTIFIED SEED, 1 lb. \$2.50; 2 lbs. or more \$2.25 per lb. NON-CERTIFIED SEED, 1 lb. \$2.00; ¾ lb. \$1.65; ½ lb. \$1.15; ¼ lb. 65c. All plus postage. LIBERAL PACKAGE ANY VARIETY, except CERTIFIED SEED, 25c.





THE NEW WHITE HOPE MELON—ORDER No. 72

(HIGHLY WILT-RESISTANT)

This is a release from the University of Arkansas Department of Horticulture of which Dr. Victor M. Watts is head. It is indeed a very fine melon. In many ways it resembles the Charleston Gray, most especially the outside markings which are almost identical and in my opinion is just as good in quality. The flesh is a bright pink, fine texture and tender with no tendency to hollow-heart; very firm and no coarse fibre. Sugar content runs about 5% higher than the Black Diamond. Seeds are small and black. The rind is tough and about $\frac{1}{2}$ to $\frac{3}{4}$ inch thick. One of its most outstanding traits is the fact that it will not sunburn. It is a highly Wilt-Resistant

variety and will grow to 40 pound size; however the small melons are also of top quality. This melon is somewhat earlier than the Charleston Gray. We believe it will fit well into any production and shipping program that uses Charleston Gray, since it is similar in appearance and matures early enough to dove-tail market seasons with that variety. They run uniform in size with little pruning to be done. Our seed are grown from breeders stock. Certified White Hope: 1 lb. \$2.50. Non-Certified: 1 lb. \$2.00; $\frac{3}{4}$ lb. \$1.65; $\frac{1}{2}$ lb. \$1.15; $\frac{1}{4}$ lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except CERTIFIED SEED.



ORNAMENTAL GOURDS

ORDER No. 49

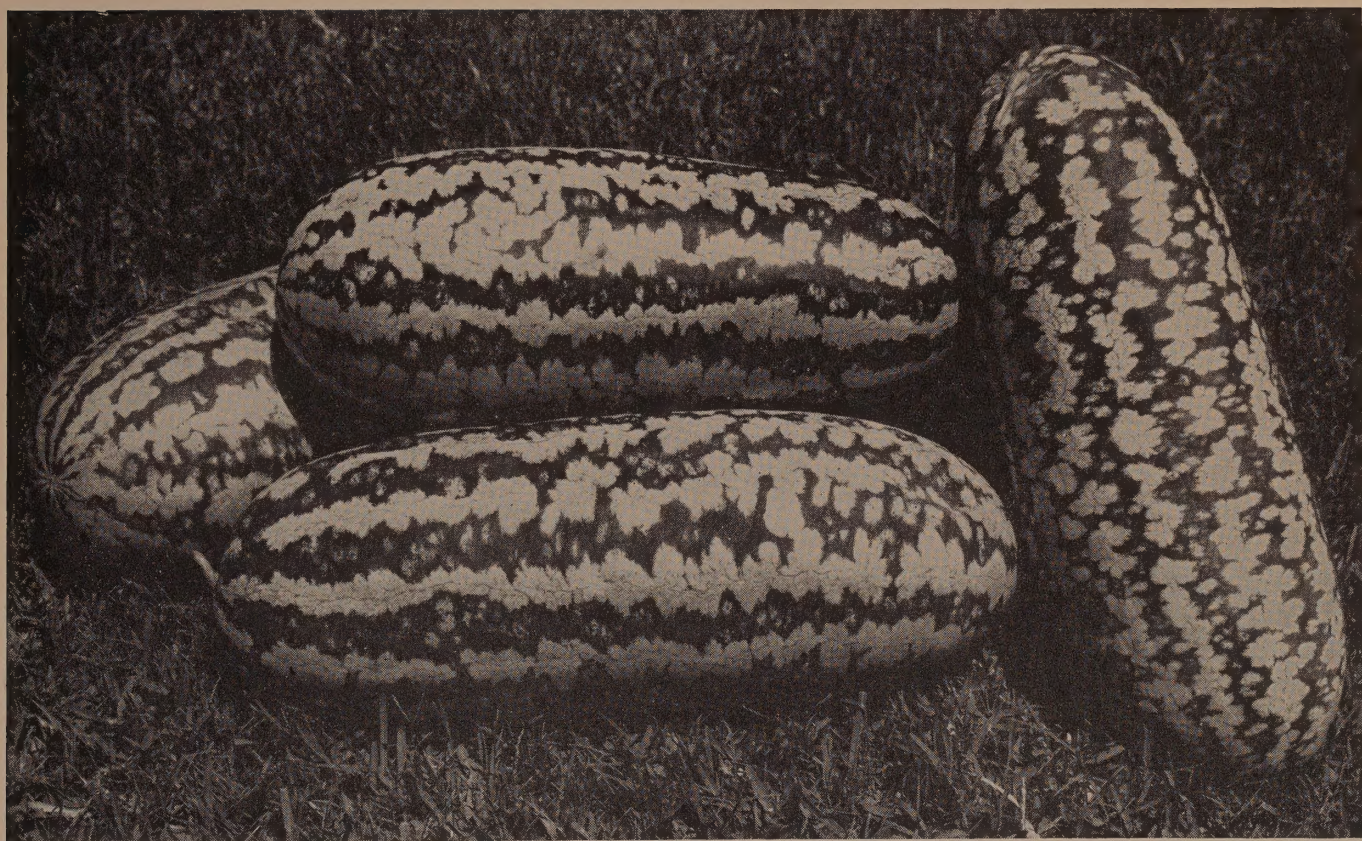
Very unusual shapes and sizes, highly colored All types ornamental Gourds. Plant them for a novelty as well as home decorations. 1 lb. \$2.00; $\frac{3}{4}$ lb. \$1.65; $\frac{1}{2}$ lb. \$1.15; $\frac{1}{4}$ lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

"COBB GEM"

ORDER No. 59

(See page 20 for color photo description and prices)

Two attractive little girls with a 116 lb. Cobb Gem watermelon.



FAIRFAX—ORDER No. 61

(Anthracnose and Fusarium Wilt Resistant)

Fairfax is a variety of watermelon, which offers combined resistance to anthracnose and fusarium wilt, it is a long striped melon exactly as pictured above. The melons generally fall in the 30-35 pound class. It is a heavy producer with hard rind and is considered a good shipper, matures in 85 or 90 days depending on the weather and size

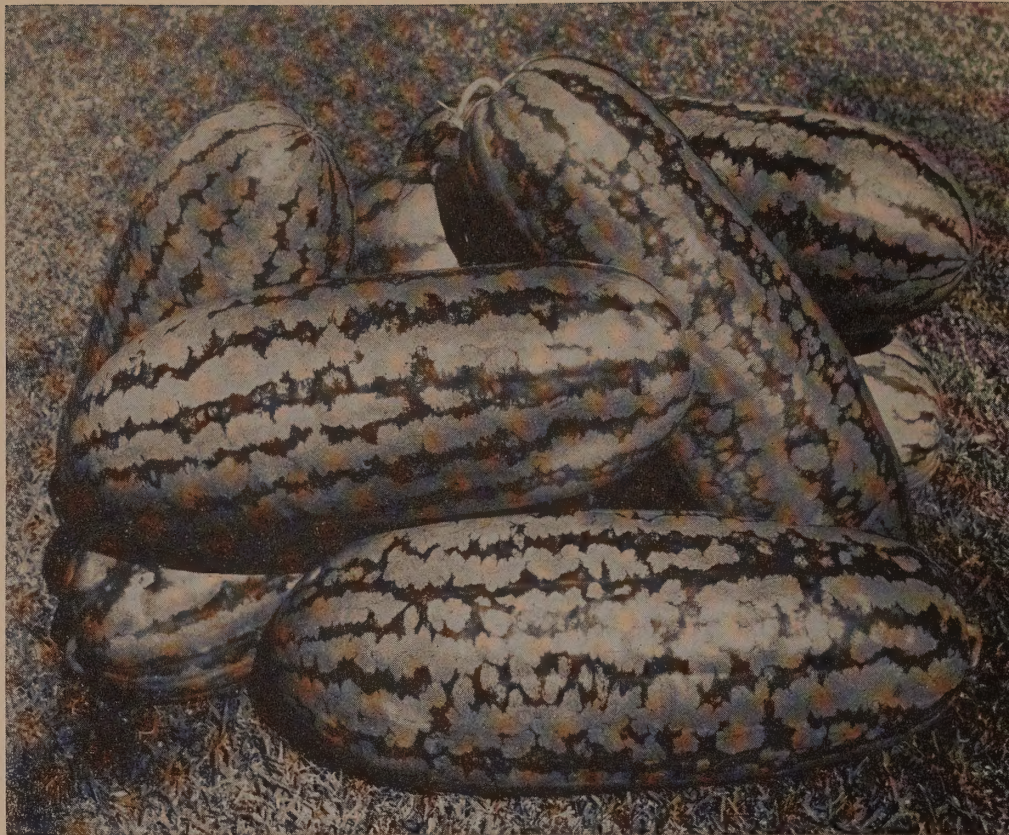
of the melons; flesh red; seed white with slight black markings on rim. Our stock seed came direct from breeding plant. Certified: 1 lb. \$2.50. Non-Certified: 1 lb. \$2.00; $\frac{3}{4}$ lb. \$1.65; $\frac{1}{2}$ lb. \$1.15; $\frac{1}{4}$ lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except CERTIFIED SEED.

GARRISONIAN— ORDER No. 79

(Anthracnose Resistant)

(See color photographs and prices page 14)

You will make no mistake in planting an acreage of this new variety. Although their average weight is 40 pounds they will grow to 60 and 70 pounds under favorable conditions. They have supreme eating qualities, high in sugar content and the most tender bright red flesh you have ever eaten. This is our fifth year to grow this melon and we have not cut a bad one in our entire acreage; their outward appearance is most attractive. Truckers are very enthused over this new melon as they have repeat calls for them.



We Cover the Globe

CLARA LEE, FLORIDA GIANT, BLACK DIAMOND OR CANNON BALL— ORDER No. 17

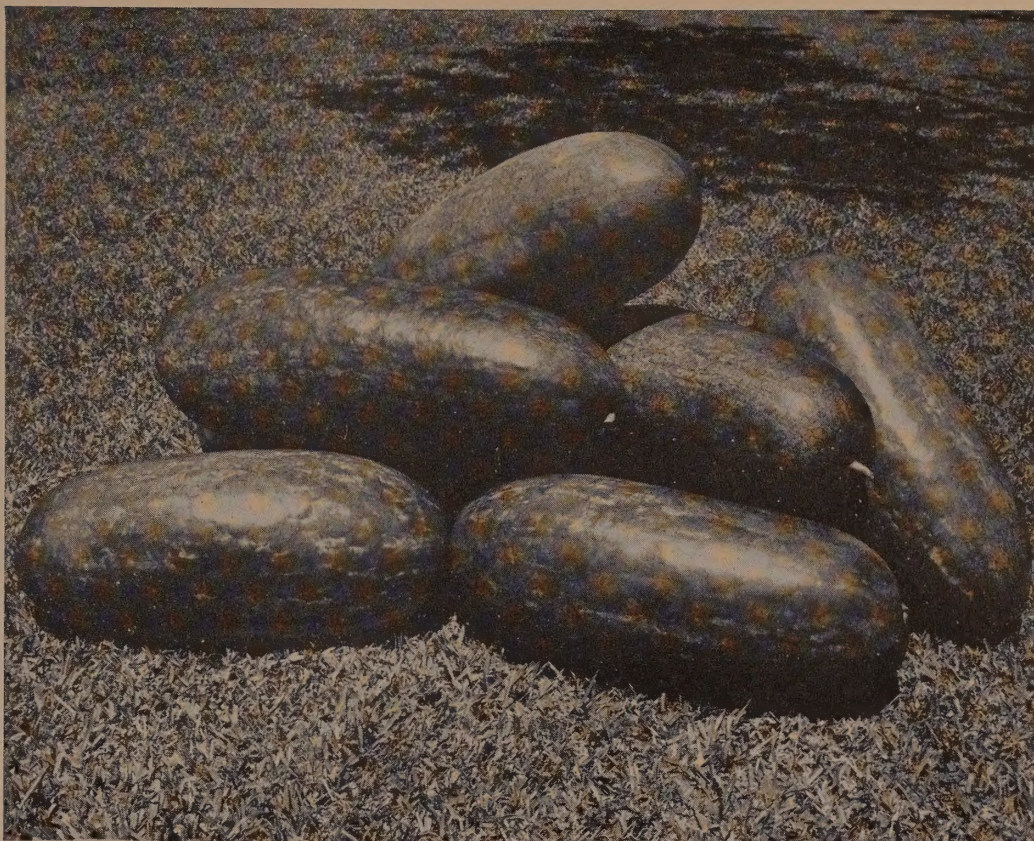
(See color photograph inside Front Cover)

The Clara Lee Order No. 17 is an improved strain of the Florida Giant, Black Diamond and Cannon Ball. This is a large melon with glossy, black-green rind, showing no indication of a stripe

in any way. The rind is very thin and tough making it possible to ship or haul any distance any other melon will. The flesh is deep red, crisp and tender with grayish-black seed that are rather

small in size. Under favorable conditions melons will grow up to 60 pounds and some larger; a mid-season melon ripening along with the Charleston Gray. It is very hardy and resists drought well. This has been a favorite with many melon growers everywhere. ¼ lb. 60c; ½ lb. \$1.05; ¾ lb. \$1.50; 1 to 5 lbs. \$1.75 per lb.; 6 to 9 lbs. \$1.70 per lb.; 10 lbs. \$1.65 per lb.; 11 to 24 lbs. \$1.60 per lb.; over 24 lbs. \$1.55 per lb. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.





SPOTTED WATSON OR CLETEx—ORDER No. 26

This is not a new melon. It is not known where or by whom it was originated. It has been called the Smith melon in parts of eastern Oklahoma, and around Atlanta, Texas, it is known as the Spotted Watson, and at Cleburne, Texas, it is called the Cletex, and in some localities the Icy-Rind melon. However, we think the name Spotted Watson describes it better than any other name. It is an extremely popular melon wherever grown. It grows up to eighty pounds, its rind is tough and thick enough to make it one of the best shippers.

Its flesh is a blood red and very firm. Its seeds are a light brown color. Its color is dark green with very irregular grey spots or a sort of marbled effect mixed with the dark green color; this gives it a most odd and beautiful appearance. If you want a melon that will haul or ship well and at the same time give your customers entire satisfaction, we strongly recommend that you plant a part of your crop to this melon. 1 lb. \$2.50; $\frac{3}{4}$ lb. \$2.05; $\frac{1}{2}$ lb. \$1.40; $\frac{1}{4}$ lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

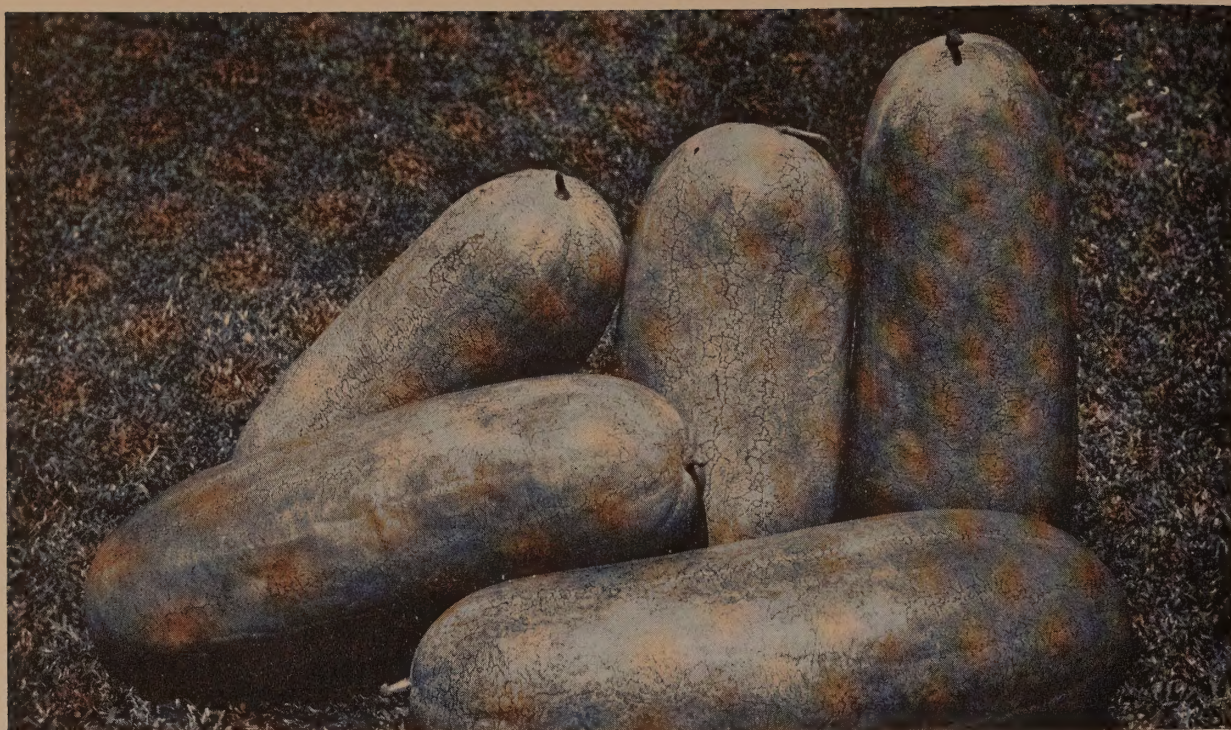


KLECKLEY SWEET NO. 6

(Wilt Resistant)

Order No. 19

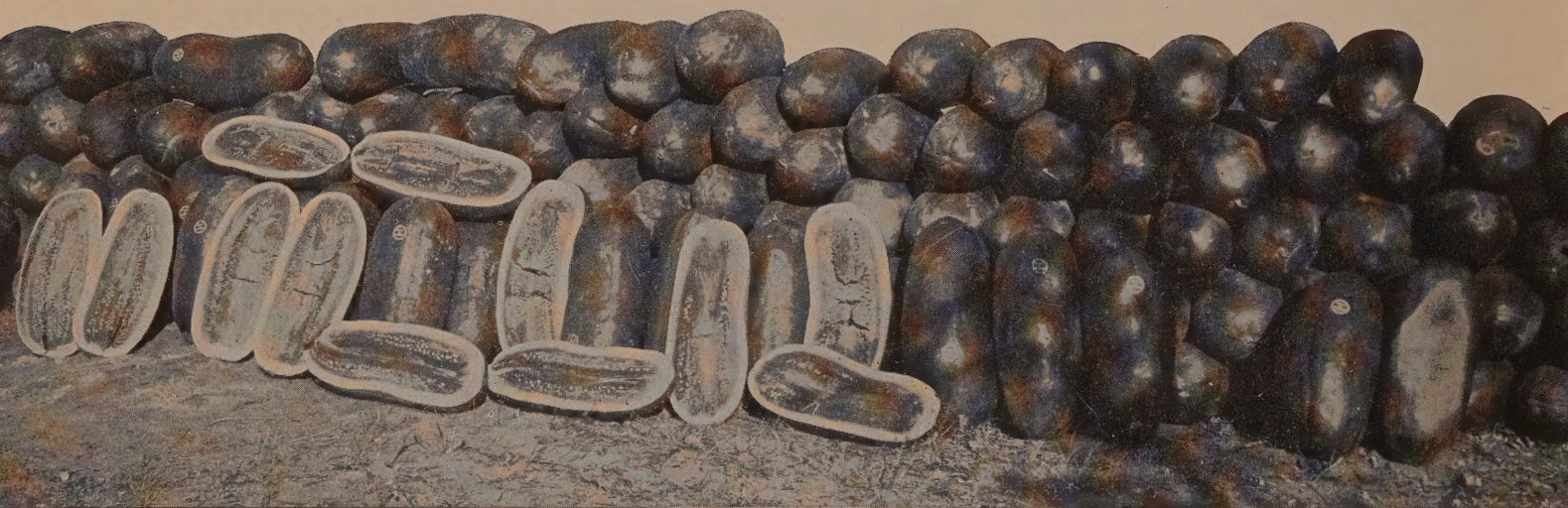
The quality and general appearance of this melon is the same as the Improved Kleckley, sold by us for several years past, which you all know and liked so well, therefore we feel there is very little to say regarding its qualities as it is one of the oldest melons known and needs no introduction. Red flesh, seed white, matures in about eighty days, grows to large size and is high in sugar content. 1 lb. \$2.00; $\frac{3}{4}$ lb. \$1.65; $\frac{1}{2}$ lb. \$1.15; $\frac{1}{4}$ lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



CERTIFIED CHARLESTON GRAY—ORDER No. 71
(Anthracnose and Fusarium Wilt Resistance)

This is one of our leading shipping melons. They have the ability to reflect the sun rays and keep the melon cooler, thereby causing them to ripen naturally instead of prematurely, which gives them a much sweeter, full flavor. These certified seed are grown from carefully pedigreed

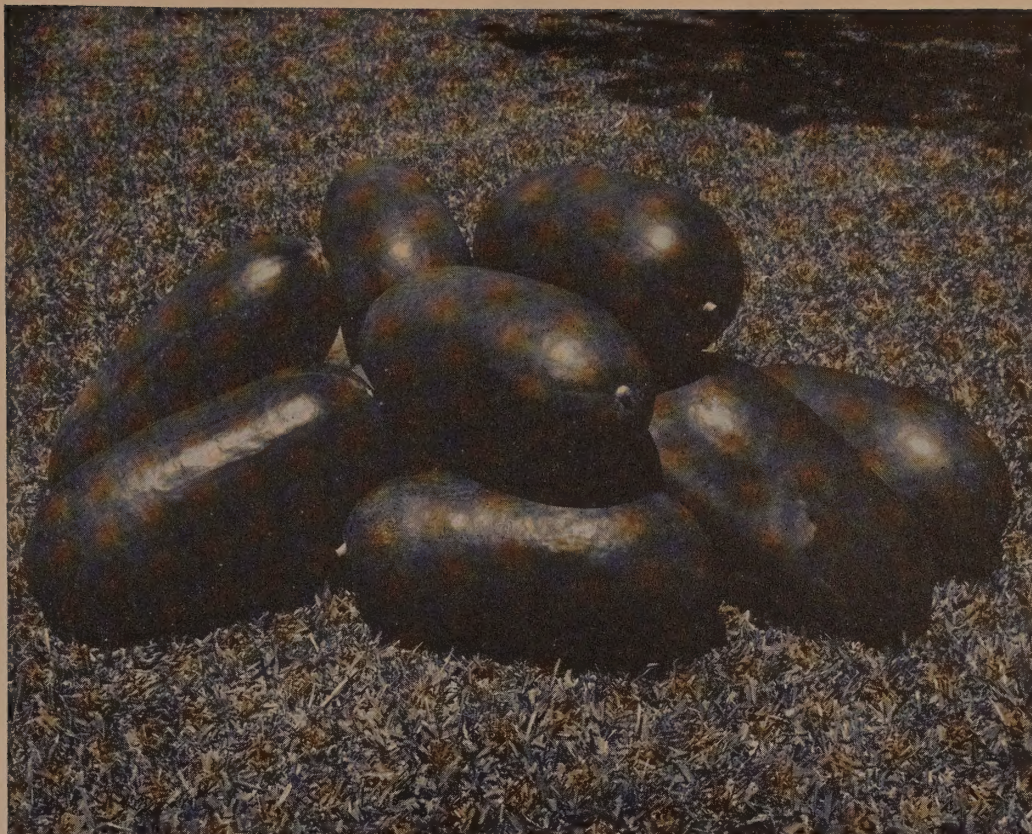
stock in the states of Texas, Oklahoma and Colorado. BE SURE to specify in your order which you prefer or we will send you our own choice. Certified: 1 lb. \$2.25; 2 lbs. or more \$2.10 per lb. (sealed bags). All plus postage. Remember, no 25c packages on this seed.



THE WILLHITE WONDER MELON—ORDER No. 21

The Willhite Wonder is a medium long melon with block ends. Color of rind is a beautiful dark shade of green. When young it shows a distinct stripe of irregularity, but as they ripen this stripe disappears almost completely. The rind is tough enough to stand hauling well. They grow to enormous size, often weighing up to ninety pounds. Vines grow rank and vigorous. We often have them grow to cover middles twenty feet wide and have grown as much as thirty-five tons per acre

that average sixty pounds each. It resembles the Russell's Improved very closely. Has seed from white to light brown mottled color. Its flesh is red, very sweet and tender with the delicate flavor of Improved Kleckly Sweet. Date of maturity approximately ninety days. Be sure to give order number 21 on order blank. 1 lb. \$2.50; ¾ lb. \$2.05; ½ lb. \$1.40; ¼ lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



BLACKLEE—ORDER No. 45—(WILT RESISTANT)

This melon has gained in popularity to such an extent in the past few years that it is now being planted quite extensively in practically every melon growing section of the country, and more especially in those areas badly affected with *Fusarium Wilt*. We recommend this melon as being one of the best Wilt Resistant types, having proved its qualities in this respect in the most heavily infested fields. This is a medium size melon, averaging in weight from 35 to 40 pounds; capsule in shape, running exceptionally uniform, with very little pruning necessary. The rind is

dark blue or black-green in color, thin and tough, which makes it quite satisfactory for shipping. The flesh is a rich blood red, very tender, crisp and sweet. Seeds are medium size and motley black. This melon matures in 85-90 days. Its dark green rind, uniform shape and size makes it very attractive on any market.

Certified: 1 lb. \$2.50; Non-Certified: 1 lb. \$2.00; $\frac{3}{4}$ lb. \$1.65; $\frac{1}{2}$ lb. \$1.15; $\frac{1}{4}$ lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except CERTIFIED SEED.



THE WILSON SWEET MELON

← ORDER No. 68

The Wilson Sweet is another small family size melon weighing about 20 pounds, with Cletex marked rind that is very tough and thin, will ship or haul well. The shape is round, exactly as pictured; flesh beautifully red, solid and firm, fine textured; cutting qualities perfect. Maturity approximately 85 days. They have yellow bellies when ripe; medium size seed that are white with black tips. Certified: 1 lb. \$3.00; Non-Certified: 1 lb. \$2.50; $\frac{3}{4}$ lb. \$2.05; $\frac{1}{2}$ lb. \$1.40; $\frac{1}{4}$ lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except CERTIFIED SEED.

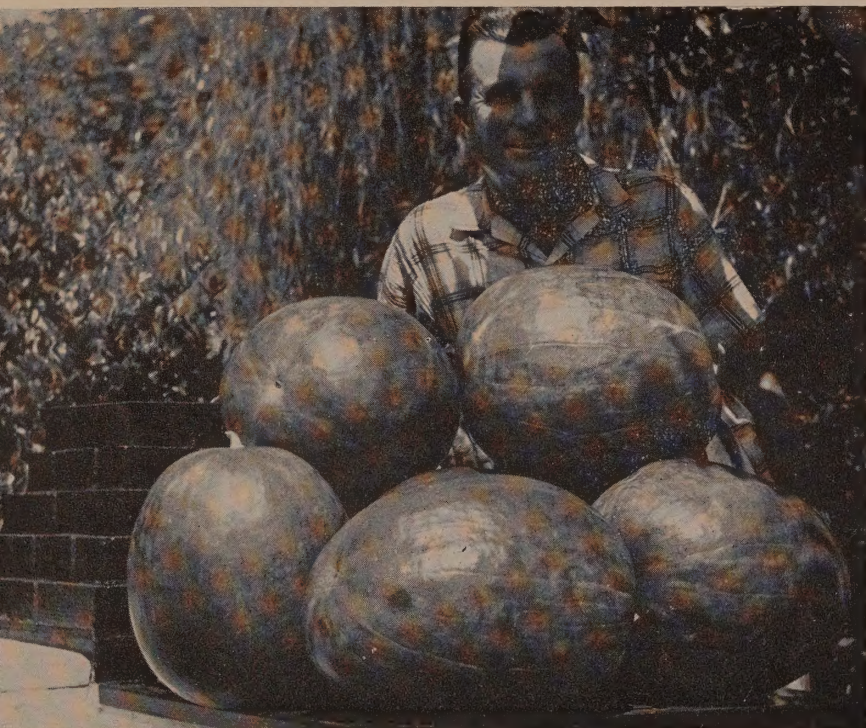
**TEXAS GIANT
ORDER No. 10**

**"A LEADER
FOR SHIPPING"**



Although several new varieties have been introduced as excellent shippers the Texas Giant continues to be a leading shipping melon. Its ability to produce an exceptionally heavy yield of choice market melons makes it popular with all growers. With favorable weather and soil conditions they will grow up to 75 pounds. This melon is nearly round in shape with stubby or flat ends. Its rind is medium thick, very tough and hard, dark bluish green, even colored and smooth. The flesh is a deep blood-red and when fully ripe is free of strings, very crisp, tender, sweet and full

flavored. Seed are grayish black. Vines grow vigorous and load up quickly with fine neckless melons. It is a mid-season melon but must be allowed to stay on the vine until fully ripe. It will remain on the vine for weeks after ripening and still cut good. You can rest assured that there is no better shipper than the Texas Giant. $\frac{1}{4}$ lb. 60c; $\frac{1}{2}$ lb. \$1.05; $\frac{3}{4}$ lb. \$1.50; 1 to 5 lbs. \$1.75 per lb.; 6 to 9 lbs. \$1.70 per lb.; 10 lbs. \$1.65 per lb.; 11 to 24 lbs. \$1.60 per lb.; over 24 lbs. \$1.55 per lb. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



HOPE DIAMOND
(Wilt and Anthracnose Resistant)
ORDER No. 84

This is a Wilt and Anthracnose Resistant melon, very similar to Black Diamond, rind color running some lighter on the darker ones and distinctively lighter on part of them, they have slightly pebbled surface; flesh bright red and free of cavities such as hollow hearts and very firm and sweet, fruits hold quality well; seed grayish black; average weight 25 to 35 pounds; vines vigorous and productive; ripening season with Black Diamond. Our stock seed were Registered and came directly from the breeding station at Hope, Ark. It was planted on highly wilt infested land and we did not lose a single plant from wilt. Understand, this is our fourth season to plant this variety and please remember there will be part of the fruit

that will have a lighter rind color; rind is tough and thin, practically same shape as Black Diamond. Certified: 1 lb. \$3.00. Non-Certified: 1 lb. \$2.50; $\frac{3}{4}$ lb. \$2.05; $\frac{1}{2}$ lb. \$1.40; $\frac{1}{4}$ lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except CERTIFIED SEED.

BLUE RIND WATSON— ORDER No. 23

This is a distinct variety of the Tom Watson. Its rind is a deep shiny green with a bluish sheen; some are so dark, they are almost black. It has small brown seed and its flesh is a deep blood red and very tender and sweet. Its rind is thin and very tough making it a splendid shipper. Average from fifty to seventy-five pounds. Its general shape is exactly like the Willhite's Regular Watson you have known and liked so well. They will sell and ship equal to them on any market and most buyers prefer them to the Regular Watson because they make a much better appearance and are much better melon when cut. Some few regular Watsons will be found in field planted with Blue Rind Watson seed because the type is not firmly established yet, but no such melons found in our fields were seeded. Only about two per cent showed up regular Watson, not enough to cause complaint. Matures in about eighty-five days. 1 lb. \$2.50; $\frac{3}{4}$ lb. \$2.05; $\frac{1}{2}$ lb. \$1.40; $\frac{1}{4}$ lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



BLUE RIND WATSON—ORDER No. 23

ABOUT C. O. D. ORDERS

A deposit of 25% of the amount of the order, before we make shipments, is required on all shipments requested to be sent C.O.D. This amount is returned to you if the order is not accepted.

KEEP THIS CATALOGUE

Be sure to keep this catalogue for future reference. Even after your seed supply has been ordered there will be times when you will wish to

consult it. You may have friends and neighbors who do not have a catalogue and who will appreciate the favor of being allowed to use yours.

THE CHRIS-CROSS—Order No. 69

"Good Wilt Resister"



This new development is a cross between Hawksbury and Dixie Queen and will do well on wilt sick land, yet will grow to a very large size under favorable conditions, the cutting qualities are good, with a thin tough rind that makes them a good shipper; the outer skin resists abrasions and breakage; they are heavy producers and require very little pruning, growing uniform over the entire field; flesh red and solid; seed black; matures in about 85 days; plants grow vigorous and require plenty of room for big melons; does not sunburn easily and has a very attractive appearance. Certified: 1 lb. \$3.00; Non-Certified: 1 lb. \$2.50; $\frac{3}{4}$ lb. \$2.05; $\frac{1}{2}$ lb. \$1.40; $\frac{1}{4}$ lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except CERTIFIED SEED.



THE HALBERT HONEY MELON—ORDER No. 12

This is one of the best early varieties. Color of rind black green, flesh is blood red and white seeds. They grow up to forty pounds and are

extremely tender and fine flavored. 1 lb. \$2.00; ¾ lb. \$1.65; ½ lb. \$1.15; ¼ lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

WARRANTY

The Willhite Melon Seed Farms warrants, to the extent of the purchase price, that seeds sold are as described on the container, within recognized tolerances. Seller gives no other or further Warranty, express or implied.

CERTIFIED DIXIE QUEEN (WILT RESISTANT)—ORDER No. 73



This improved strain is slightly oblong. Flesh is a bright red, seeds are white and small which makes them go a long way when planting. Average weight 35 or 40 pounds, however they will grow much larger under favorable conditions. Rind is light green with darker mottled stripe, presenting a beautiful appearance. The quality is excellent. It has a medium thin rind and is tough enough to withstand long distance shipping. It matures in about 85 days depending on weather. 1 lb. \$3.00; 2 lbs. \$5.50; 3 lbs. \$7.50. All plus postage. No 25c packages on certified seed. Non-certified seed, liberal package, 25c.

INSIST ON WILLHITE'S SEED

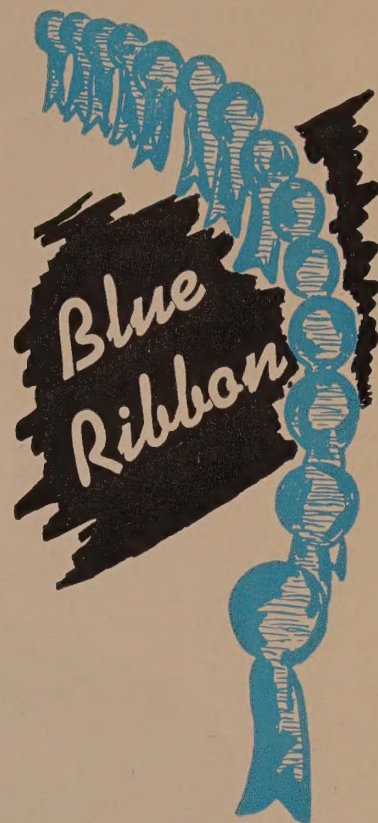
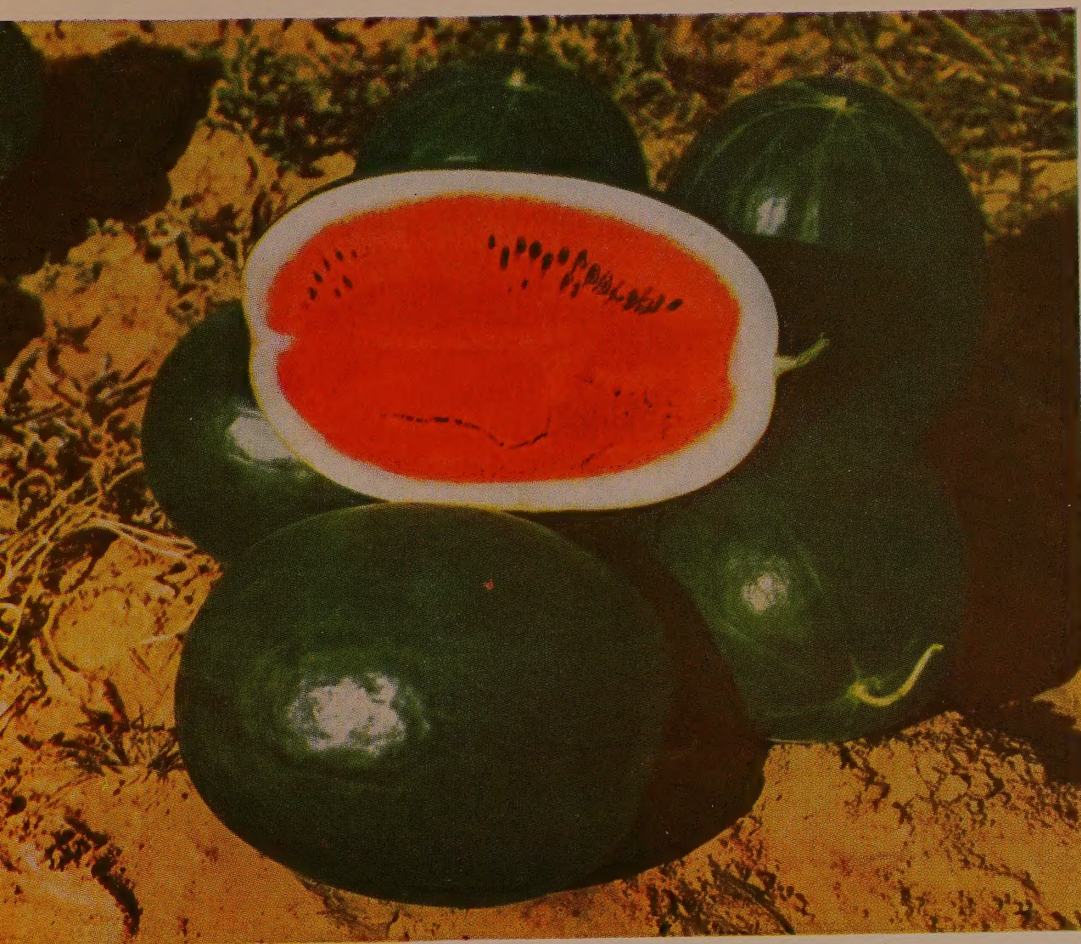
**BLUE RIBBON WINNER (SPECIAL STOCK) CERTIFIED BLACK DIAMOND
ORDER No. 17**

Again calling your attention to our Blue Ribbon Winner Certified Black Diamond watermelon seed, which is the very best Certified Black Diamond that is possible to obtain anywhere, coming from fields grown especially for our stock seed, and is a part of the same seed we plant in

our seed fields. These fields are well isolated and have at least eight or ten inspections by ourselves, as well as those by the State Department of Agriculture. It will come to you in sealed bags bearing Certified tags, with Blue Ribbon Winner stamped on the bags.

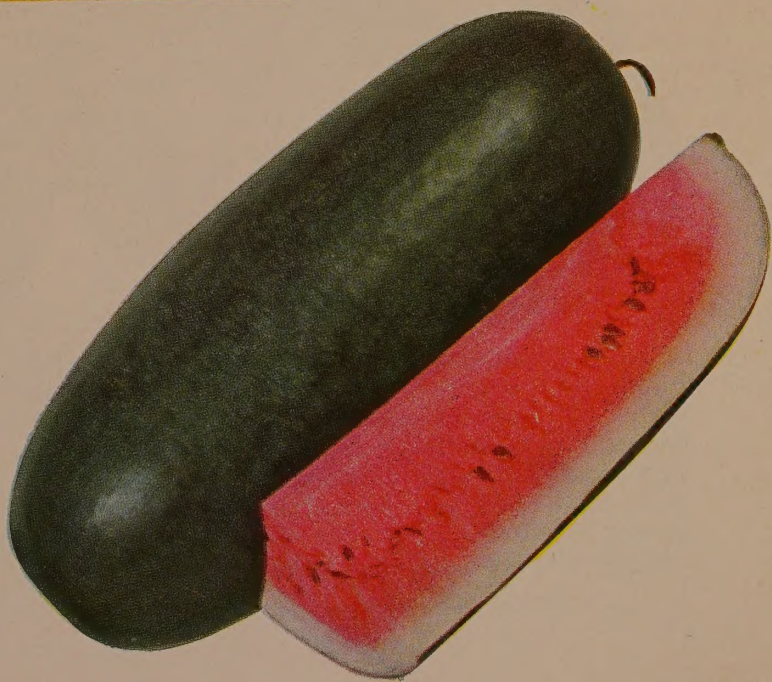
\$2.50 per pound plus postage

We do not sell less than one pound to a customer. Remember, no small packages on this number.



FAMOUS WATSON—ORDER No. 24

We have requests quite often for what was known as the "Tom Watson" melon and in the Famous Watson you are getting the Improved Tom Watson. In this variety you will find some of the same fine characteristics, such as uniformity in shape and the tough rind which makes it ideal for shipping but inside you will find that the flavor is much improved. The flesh is red, tender and sweet; seed brown and small. Melons average from fifty to seventy-five pounds. As this is one of the oldest melons grown we feel it isn't necessary to take up space with description, they are exactly as pictured. You will want some of these melons for marketing as there has always been and always will be a demand for the "Watson" melons. 1 lb. \$2.00; ¾ lb. \$1.65; ½ lb. \$1.15; ¼ lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

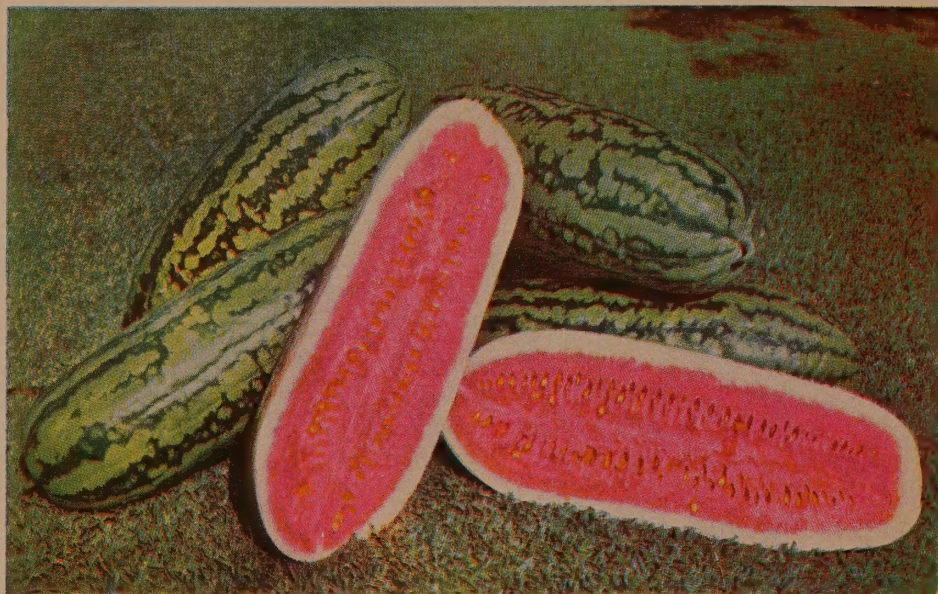


GARRISONIAN

ORDER No. 79

Anthracnose Resistant

This is a new release from Clemson Agricultural Experiment Station at Charleston, S. C. This melon resembles the Garrison in size, shape, color and quality of flesh; fruits are long, distinctly striped with light and dark green, typically about 40 lbs. in weight, and have bright red flesh. Garrisonian is different from Garrison in several respects; its rind is harder than that of Garrison, giving it much better shipping quality; it grows more uniform in size. The seeds are mostly white with dark side markings and tips. A very important difference is its resistance to Anthracnose in contrast to Garrison's susceptibility. Certified: 1 lb.



(See page 6 for further description and picture)

\$2.50; Special Stock seed, \$2.75 per lb. Non-Certified: 1 lb. \$2.00; $\frac{3}{4}$ lb. \$1.65; $\frac{1}{2}$ lb. \$1.15; $\frac{1}{4}$ lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except CERTIFIED SEED and SPECIAL STOCK SEED.



truly a midget

NEW HAMPSHIRE MIDGET

ORDER No. 57

(All-American
Gold Medal
Winner)



Truly a "Midget" watermelon that has grayish green rind similar to Hawksbury. Matures in about 60 days making it adapted to northern states. Heavy producer and no larger than a good size cantaloupe, with juicy red flesh that ripens out to the rind and small brown and black seeds; can be stored in your refrigerator like you would vegetables; it is an extremely heavy producer. They

sell on the market here by the bushel. You can judge the size of the melons by the little Chihuahua dog in the background of the picture. Certified: 1 lb. \$3.00. Non-Certified, 2 lbs. for \$4.25; 1 lb. \$2.50; $\frac{3}{4}$ lb. \$2.05; $\frac{1}{2}$ lb. \$1.40; $\frac{1}{4}$ lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except CERTIFIED SEED.

ROYAL GOLDEN ORDER No. 7 GOLDEN RIND MELON

This melon has received national publicity because of its outstanding color which is a bright yellow or slight orange when ripe. The yellow color extends to some extent to the vines and a field of them with their big golden fruit is an unusual and pleasing sight. Every grower who operates a road-side stand should plant at least a few as they present a beautiful appearance as well as attracting widespread attention when placed among green rind varieties. In size this melon will weigh from 10 to 30 pounds at maturity with deep-red flesh, very tender and sweet. Seeds are light in color. It is an early maturing melon.



1 lb. \$2.50; $\frac{3}{4}$ lb. \$2.05; $\frac{1}{2}$ lb. \$1.40; $\frac{1}{4}$ lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

YELLOW BELLY BLACK DIAMOND—ORDER No. 66

This is a fine melon, slightly oblong in shape with prominent creases, and the darkest blue-black rind I have ever seen, with a yellow belly where it lies on the ground, which makes it very attractive and outstanding; if you can visualize how lovely blue, black and yellow are together, you can imagine how beautiful they are. Flesh is bright red with grayish black seed, slightly smaller than ordinary Black Diamond type. Cutting quality is supreme; grow very uniform and to seventy and eighty pounds under favorable conditions. Vines are rank and vigorous having large leaves which provide a good shade for the melons and help prevent sunburn. They load up quite heavily. You will notice that we have exposed the bottoms of some of the melons to the camera so you may get an idea of the yellow bellies. There will be a small per cent of the plants that will produce regular type Black Diamond. I strongly urge you to try this fine variety. Certified: Black Diamond (Yellow Belly Strain): \$2.50 per lb. Non-Certified: 1 lb. \$2.00; $\frac{3}{4}$ lb. \$1.65; $\frac{1}{2}$ lb. \$1.15; $\frac{1}{4}$ lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except CERTIFIED SEED. When ordering this seed BE CERTAIN to give Order No. 66 whether it be for certified seed or non-certified.



CONGO—ORDER No. 55—ANTHRACNOSE RESISTANT

The Congo is definitely resistant, but not entirely immune, to Anthracnose. It is susceptible to Downy Mildew and Fusarium Wilt. It is a large semi-long or blocky end type of melon that matures in 90 days. The rind is very tough, dark green in color with a darker green stripe; flesh is deep red, very solid with a medium grain. This melon possesses total solids of 12 per cent (mostly

sugar). The seed is slightly smaller than the Watson seed, light tan with side pattern of darker tan. It has been proven, as a result of commercial plantings, that the Congo is vastly superior to the other common varieties in regard to breakage during shipment. However, care should be taken in loading as it is not immune to bruising. Texas, Colorado and Oklahoma Certified Congo (State preference): 1 lb. \$2.50; 5 lbs. or more \$2.25 per lb. Non-Certified: 1 lb. \$2.00; $\frac{3}{4}$ lb. \$1.65; $\frac{1}{2}$ lb. \$1.15; $\frac{1}{4}$ lb. 65c. SPECIAL STOCK, 1 lb. \$3.00. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except CERTIFIED SEED and SPECIAL STOCK SEED.

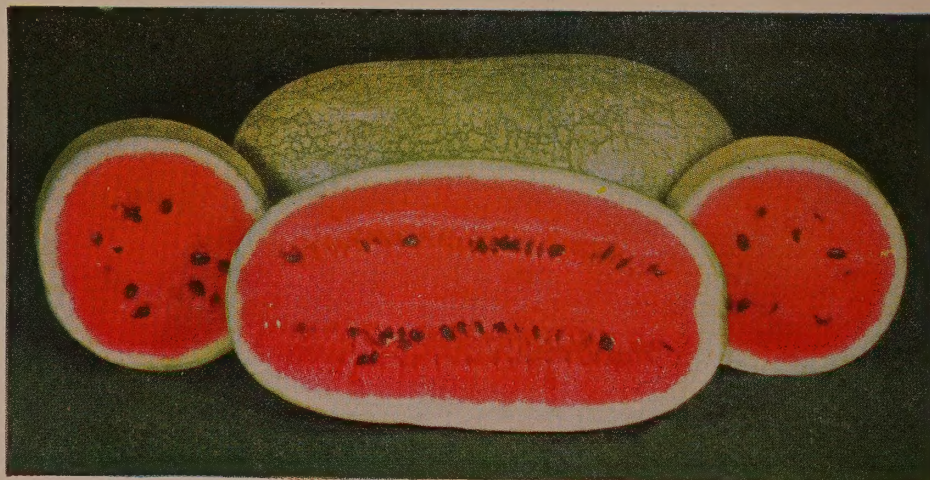


CHARLESTON GRAY—ORDER No. 71

(Anthracnose and Fusarium Wilt Resistance—See other photograph page 8)

The Charleston Gray has good size, growing to 50 lbs., extra-red flesh that is fine texture, sweetness of flavor, yet very firm. The rind is pale green with slightly darker intermingle veining that reflects sun rays and prevents sunburn. The superior heat reflecting quality of this melon probably results in a lower internal temperature during ripening period which we believe has a strong effect on flavor and sweetness. Another factor of great importance is the long bearing capacity of the fusarium wilt resistant vines that make a very rank growth. The melon is resistant to sunburn as well as anthracnose and fusarium wilt. Seed are brownish black, rind hard and thin that makes an excellent shipper. It is very uniform in shape and relatively free of gourd-necks, the cutting qualities are excellent whether the melons be small or large; the small ones are of equally good quality

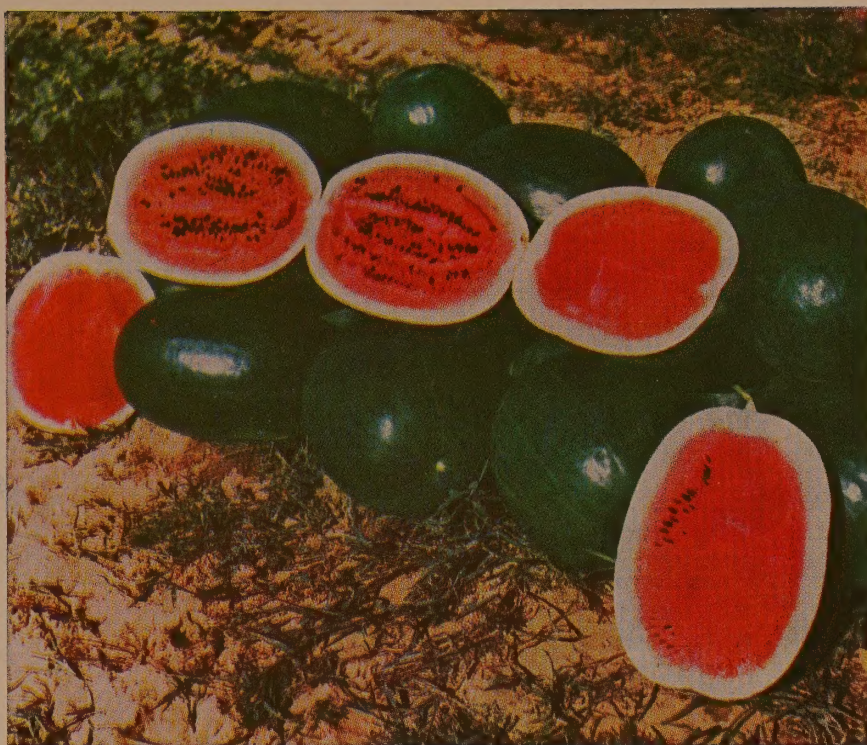
and are highly acceptable on the market. Should you want to grow smaller melons, plant closer in drill with rows closer together and very little pruning. Maturity date runs about ninety days depending on the weather. Certified Charleston Gray: 1 lb. \$2.25; 2 lbs. or more \$2.10 per lb. Non-Certified: 1 lb. \$1.60; $\frac{3}{4}$ lb. \$1.35; $\frac{1}{2}$ lb. 95c; $\frac{1}{4}$ lb. 55c. SPECIAL STOCK 1 lb. \$2.50. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except CERTIFIED SEED and SPECIAL STOCK SEED.



TEXAS GROWN CERTIFIED BLACK DIAMOND

(GROWN FROM REGISTERED SEED)

Texas Certified watermelon seed are all grown from Registered Stock as our Certification program will not permit the growing of certified seed from certified seed as do most states. Ours are all Pedigreed stock which is the best to be obtained anywhere, we ourselves are the producers of Registered seed for the state. The melons are as pictured, glossy, solid black-green rind, grayish-black seed; deep red flesh that is sweet and tender. They grow to a very large size often weighing 80 pounds each when properly pruned and weather and soil conditions are favorable. It is a mid-season melon and will stand shipping and hauling any distance that any other melon will. They come treated in sealed bags of 1 pound and up. DO NOT order less than 1 pound as we cannot ship a smaller amount.



Texas Certified Black Diamond, 1 lb. bag \$2.20; 5 lb. bag \$2.15 per lb.; 10 lb. bag \$2.10 per lb.; 11 lbs. or more \$1.95 per lb. All plus postage. Remember, no 25c packages on this seed.

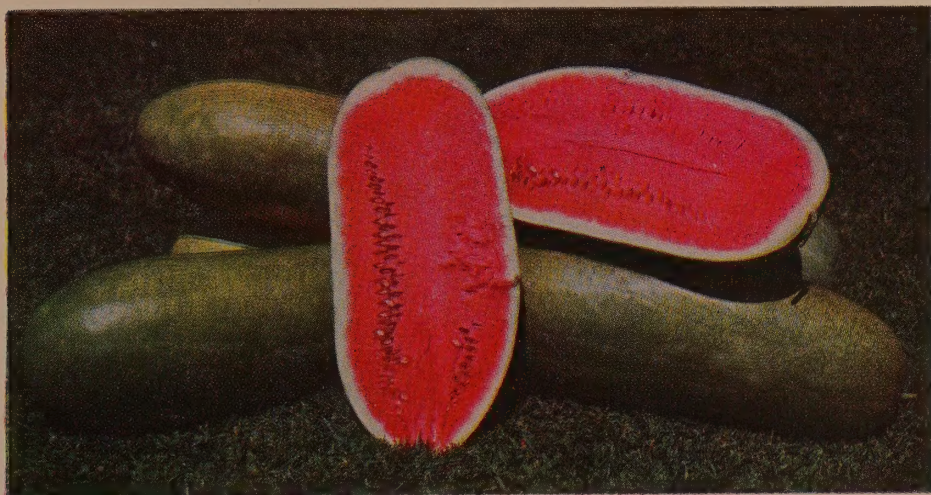
TELEPHONE WEATHERFORD, TEXAS, LYRIC 4-6465
POOLVILLE, TEXAS (by way of Weatherford) LYRIC 4-7519

NEW IRISH GREY

ORDER No. 13

This is a comparatively new type of Irish Grey, although it has been on the market in a very

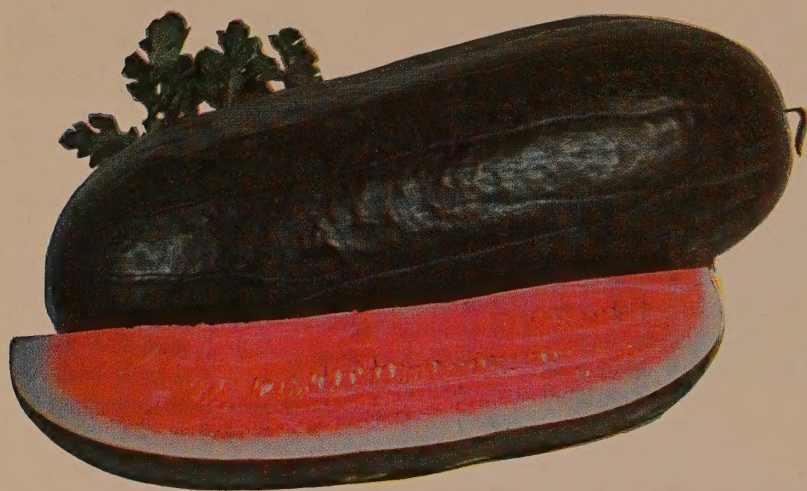
limited way for the past several years. Perhaps, at one time it was known to you as the "Texas



Grey Beauty." This is one of the finest melons, with deep red flesh, crisp, tender and sweet. The rind is light pea green with slightly darker vein markings, very tough and stands hauling well. Seeds are large white with black rim and tip. This melon will grow to forty or fifty pounds, very uniform in shape and you will have very little pruning to do. Matures in approximately 90 days. 1 lb. \$2.00; 3/4 lb. \$1.65; 1/2 lb. \$1.15; 1/4 lb. 65c. Special Stock \$2.50 per lb. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except Special Stock seed.

**SPECIAL STOCK
TEXAS GIANT—
ORDER No. 10**

This Special Stock Texas Giant is a part of the same planting seed that we plant in our seed fields and comes from the largest melons grown, running 100 per cent pure in our seed fields. It is the cream of the Texas crop. You will make no mistake in purchasing this seed. It comes in sealed bags at \$2.50 per lb. All plus postage. REMEMBER NO 25c PACKAGES ON THIS SEED.



**WHITE SEEDED WATSON
ORDER No. 44**

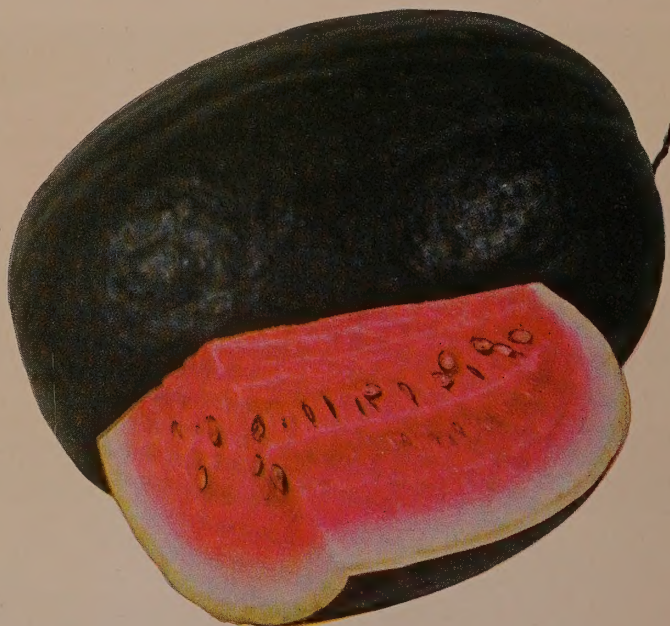
(See page 3 for detailed description and prices)

If you are interested in growing "huge" melons, this is one for you. They are truly a good show melon and run very uniform in shape for large melons. You will find lots of good eating in one of these melons!

MOUNTAIN HOOSIER—ORDER No. 11

"Mountain Hoosier is one of the finest large growing red-fleshed varieties that we have ever produced."

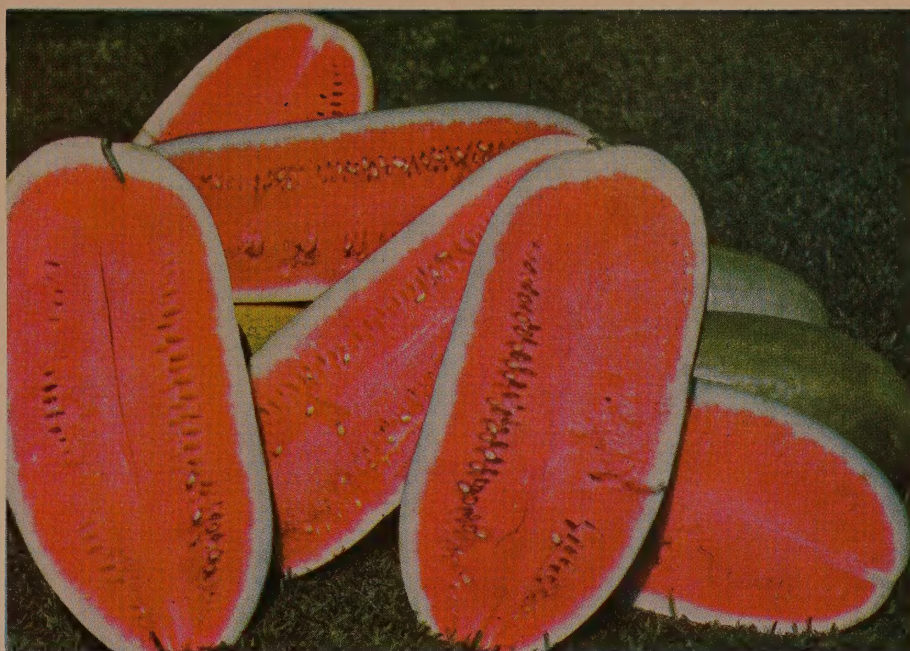
The Mountain Hoosier is by no means a new melon, having been grown in the middle eastern states even before the Civil War, however up until the past few years it has been little known in Texas and adjoining states, but many melon growers are now beginning to become better acquainted with its many high qualities, especially its medium thick rind which makes it a good shipper; also the large tonnage production per acre, which equals most if not all popular shipping melons. This melon is slightly oblong in shape, mostly dark green rind but some few will run slightly lighter in color. The flesh is a deep red, crisp, very sweet and tender, making it an exceptionally edible melon. Seeds are white with slightly black rim and tip. Under favorable conditions this melon will grow to seventy-five and eighty pounds, maturing in approximately 85 days. 3 lbs. and over \$2.00 per lb.; 1 lb. \$2.50; ¾ lb. \$2.05; ½ lb. \$1.40; ¼ lb. 80c. Special Stock \$2.75 per lb. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except SPECIAL STOCK SEED.





THE SUGAR LOAF ORDER No. 9

The Sugar Loaf is a long melon with a pea green rind, seeds are white and flesh blood-red. It grows very large, often weighing more than one hundred pounds, yet the cutting qualities are beyond reproach, which is unusual in a large melon. They are extremely hardy and prolific. Flesh is fine grained, very tender and sweet. When they get a little over-ripe, instead of turning to water as most others do, the flesh is grainy like sugar. It stands hauling well, the rind being thin and tough. You will find no hard hearts in this melon. It matures in about 80 days. We advise you to order these seeds early as the demand



grows each year. 3 lbs. or more \$2.00 per lb.; 1 lb. \$2.25; $\frac{3}{4}$ lb. \$1.85; $\frac{1}{2}$ lb. \$1.30; $\frac{1}{4}$ lb. 70c. (See page 2 for Special Stock Sugar Loaf.) All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



SUMMIT—ORDER No. 82 (Wilt Resistant)

The Summit is a new Black Diamond type, wilt resistant variety released in 1957 by North Louisiana Experiment Station, and is well liked by all who grew it. It will produce about the same tonnage as Black Diamond, although the melon averages are smaller, weight being from 25 to 40 pounds; flesh red, less stringy than Black Diamond, also of finer texture and sweeter, the rind is slightly thicker and tough making it a good shipper. Seeds are grayish black, matures about 10 days earlier than Black Diamond which enables you to catch the earlier market. Uniform in size, little pruning is necessary, it is highly wilt resistant. Certified: 1 lb. \$3.00; Non-Certified: 1 lb. \$2.75;

$\frac{3}{4}$ lb. \$2.25; $\frac{1}{2}$ lb. \$1.55; $\frac{1}{4}$ lb. 85c. Special Stock \$3.25 per lb. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except CERTIFIED SEED and SPECIAL STOCK SEED.

SUGAR BABY—ORDER No. 75

A small icebox type watermelon called "Sugar Baby" selected from a Japanese melon, with tough hard rind that makes it a good shipper. Small brown seed about the size of apple seed that go a long way when planting; red flesh that is tender and sweet; weighs from 6 to 10 pounds. It is perfectly round, distinctly striped when immature but dark green with yellow bellies when ripe. They load up heavily with good quality uniform melons; very little pruning necessary. Certified: 1 lb. \$3.00. Non-Certified: 1 lb. \$2.50; $\frac{3}{4}$ lb. \$2.05; $\frac{1}{2}$ lb. \$1.40; $\frac{1}{4}$ lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except CERTIFIED SEED.





PEACOCK SHIPPER—ORDER No. 67

This is a small melon, ideal for small families and for cooling in standard refrigerators. Its weight is from 15 to 20 pounds; loads up heavily with uniform melons; blood-red flesh; very thin rind that is tough and will haul as good or better than any melon despite its thinness. The seeds are small and brown which makes an attractive appearance in the blood-red flesh. Certified Peacock, 1 lb. \$3.00; Non-Certified, 1 lb. \$2.50; $\frac{3}{4}$ lb. \$2.05; $\frac{1}{2}$ lb. \$1.40; $\frac{1}{4}$ lb. 80c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except CERTIFIED SEED.



HALE'S BEST 36—ORDER No. 36—→

(See page 29 for detailed description and prices)

This remains a favorite with our customers.
A truly delicious cantaloupe!



Seen Nationwide on
Television "COBB GEM"

ORDER No. 59

This is the same variety of melon that was featured on Art Linkletter's "People Are Funny" television program and received wide publicity because of its huge size. See description and prices below. Other photograph on page 5.

If it's large attractive melons you wish to grow, don't fail to try a few of the "Cobb Gems." We grew them on trial that weighed one hundred thirty pounds. They are beautiful things, heavy producers, maturing in about one hundred days, seed grayish black, average size, flesh red, cutting qualities fair, and are grown principally for show melons and to win prizes. We do not know the history of this melon but have grown and listed it because of repeated requests for the seed. 5 lbs. or more \$2.25 per lb.; 1 lb. \$2.50; $\frac{3}{4}$ lb. \$2.05; $\frac{1}{2}$ lb. \$1.40; $\frac{1}{4}$ lb. 80c. Special Stock \$3.00 per lb. All plus postage. LIBERAL PACKAGE, ANY VARIETY, except SPECIAL STOCK SEED, 25c.



**PERFECTED
PERFECTO
CANTALOUPE
ORDER No. 33**

The Perfecto ripens evenly and for a long period melons run fairly large, up to twelve pack jumbo flat, very uniform in size; coarse, solid heavy net, being perfect in appearance. The flesh is a very dark salmon color, fine grained and of excellent flavor; the seed cavity averages much smaller than any other Rocky Ford varieties, the rich colored flesh extending to the rind. The vines make an extra strong vigorous growth, and are highly disease resistant. Due to this fact, hills should be spaced further apart than other cantaloupe varieties. For late maturing melon, we urge you to plant the Perfected Perfecto, and we are positive that a trial will be convincing. Our stock comes



direct from Rocky Ford, Colorado. 1 lb. \$1.90; ¾ lb. \$1.60; ½ lb. \$1.10; ¼ lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

NOTICE

All prices are quoted for immediate acceptance and confirmation, and all sales made subject to stocks remaining unsold, loss or damage by fire, shortage or failure of crop, stenographic errors and contingencies beyond our control.



**SMALL SUGAR PUMPKIN
ORDER No. 43**

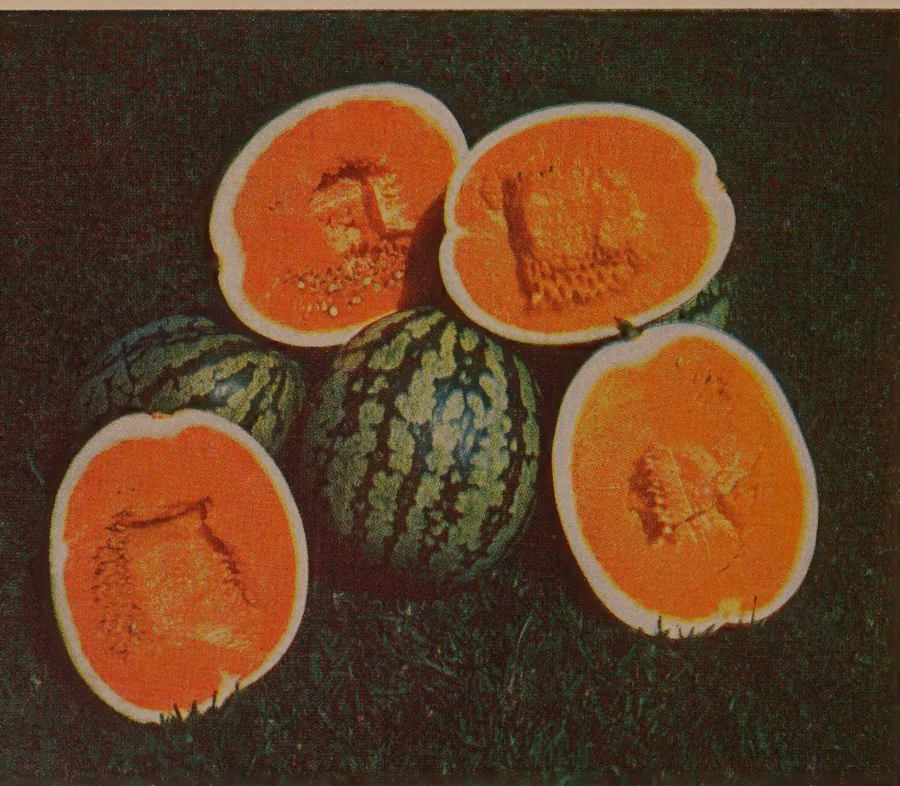
The best variety for general use. Of small handy size, but tonnage equals others. Fruits round, flattened at ends, 6-8 pounds, skins hard, smooth, somewhat ribbed, deep orange; flesh thick, sweet and dry, of bright orange color and high quality. Sometimes called New England Pie. 1 lb. \$1.50; ¾ lb. \$1.30; ½ lb. 95c; ¼ lb. 55c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

The **BEST
VARIETY**

YELLOW FLESH VARIETIES BEGIN HERE

TEXAS GOLDEN ORDER NO. 2 (ORANGE FLESH)

The Texas Golden is a long grey green rinded, orange fleshed melon of the very finest cutting qualities. Its flesh is a rich orange and as sweet as the best of them. It is an eighty day melon and is a remarkably free bearer. It grows up to ninety pounds under favorable conditions. Its seeds are white with black tips and small. It has a fine, delicate flavor that is all its very own. No other like it. 1 lb. \$2.50; ¾ lb. \$2.05; ½ lb. \$1.40; ¼ lb. 80c. Special Stock \$2.75 per lb. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except SPECIAL STOCK.



TEXAS BEAUTY ORDER No. 81 (Orange Flesh)

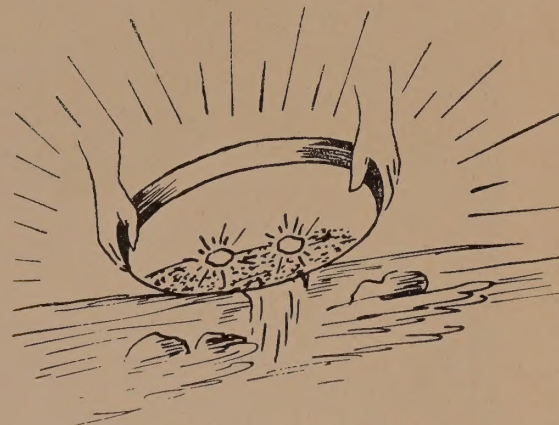
We believe this is one of the most delicious of all orange flesh varieties. Although it does not grow quite as large as the Tendersweet melons it does equal them in eating qualities, being very sweet, tender and flavorful. It is almost round in shape; rind light green with darker stripes; flesh deep orange with light colored seed. The vines are very thrifty and load up well with melons averaging about 30 pounds, some weighing up to 50 pounds. We recommend this melon as being ideal for local markets. 5 lbs. and over \$2.00 per lb.; 1 lb. \$2.50; ¾ lb. \$2.05; ½ lb. \$1.40; ¼ lb. 80c. SPECIAL STOCK Texas Beauty \$2.75 per lb. All plus postage. LIBERAL PACKAGE, ANY VARIETY EXCEPT SPECIAL STOCK, 25c.



"STRIKE GOLD"

With Willhite's New
**YELLOW FLESH BLACK
DIAMOND—ORDER No. 51**

(See page 25 for description and prices)



THE DESERT KING (Yellow) ORDER NO. 1

**THEY POSITIVELY WILL NOT
SUNBURN**

We have named this melon the Desert King because of its remarkable ability to grow to perfection regardless of deficient rainfall. It seems to make little difference whether it rains or not. Once the plants are out of the ground they go right on growing. It is round to slightly oblong. Its rind is a light pea green color. The flesh is deep rich yellow with grayish black seeds. It is very sweet and tender inside. Its rind is medium thin and tough enough to stand hauling well. It is a medium late variety, coming along with the Florida Giant about 85 days after the planting. It has the ability to lie on the vine a month or so after ripening and still hold its good qualities and remain free from sunburn. 3 lbs. and over \$2.00 per lb.; 1 lb. \$2.25; $\frac{3}{4}$ lb. \$1.85; $\frac{1}{2}$ lb. \$1.30; $\frac{1}{4}$ lb. 70c. Special Stock Desert King \$2.50 per lb. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except SPECIAL STOCK SEED.



NEW RELEASE: "BUSH DESERT KING"—ORDER No. 83



Grow them on a bush! Believe it or not, you can do this.

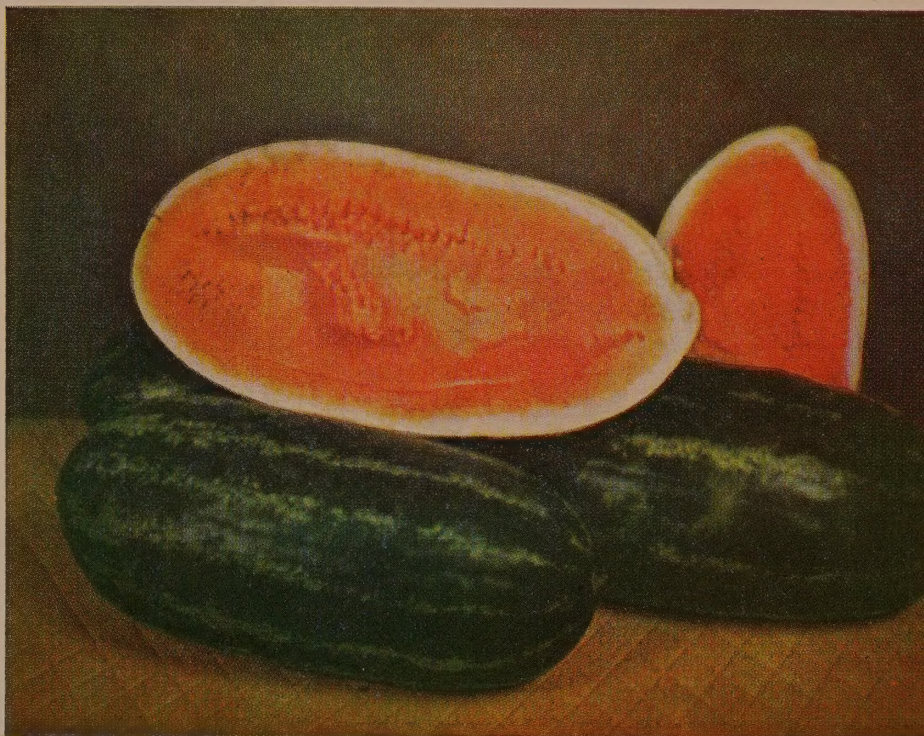
Vines differ from other varieties in having much shorter internodes and thicker, more rigid stems. See page 26 for more complete description and prices.

In presenting our 39th Annual Catalog we are pleased to furnish the following references:

DUN & BRADSTREET
FIRST NATIONAL BANK
CITIZENS NATIONAL BANK
MERCHANTS & FARMERS STATE BANK
CHAMBER OF COMMERCE
All of Weatherford, Texas

ORANGE FLESH TENDERSWEET—ORDER No. 62

This is without a doubt the most delicious Orange Flesh watermelon ever grown and we feel that words cannot express the attractiveness and goodness of this melon. The outside markings are exactly as Order No. 4 but inside you will find a luscious deep Orange Flesh with seed running from solid white to white with black rim and tips and some few slightly darker and mottled sides. They have out-produced the Order No. 4 in our seed fields by at least one-fourth more melons and grown to an average of ten pounds per melon more, many weighing sixty to seventy pounds. The deep Orange Flesh is very tender and sweet, always cutting perfect. There will be a small per cent run slightly lighter in color, however, they will not be as light as the old type and we believe this slight per cent can be eliminated. We feel we cannot say enough for this wonderful melon and strongly urge you to try at least a few of these seed as we know you will be satisfied with the quality. 5 lbs. and over \$2.00 per lb.; 1 lb. \$2.50; $\frac{3}{4}$ lb. \$2.05; $\frac{1}{2}$ lb. \$1.40; $\frac{1}{4}$ lb. 80c. SPECIAL STOCK Orange Flesh Tender-sweet \$3.00 per lb. All plus postage. LIBERAL PACKAGE. ANY VARIETY EXCEPT SPECIAL STOCK, 25c.





THE DESERT KING—ORDER No. 1 (Yellow Flesh)

A remarkable melon with its deep rich yellow flesh so sweet and tender. Very popular for planting in arid regions due to its ability to withstand dry weather. See page 23 for full description and prices.

STRIKE GOLD WITH WILLHITE'S NEW YELLOW FLESH BLACK DIAMOND ORDER No. 51

(See color photograph on page 23)

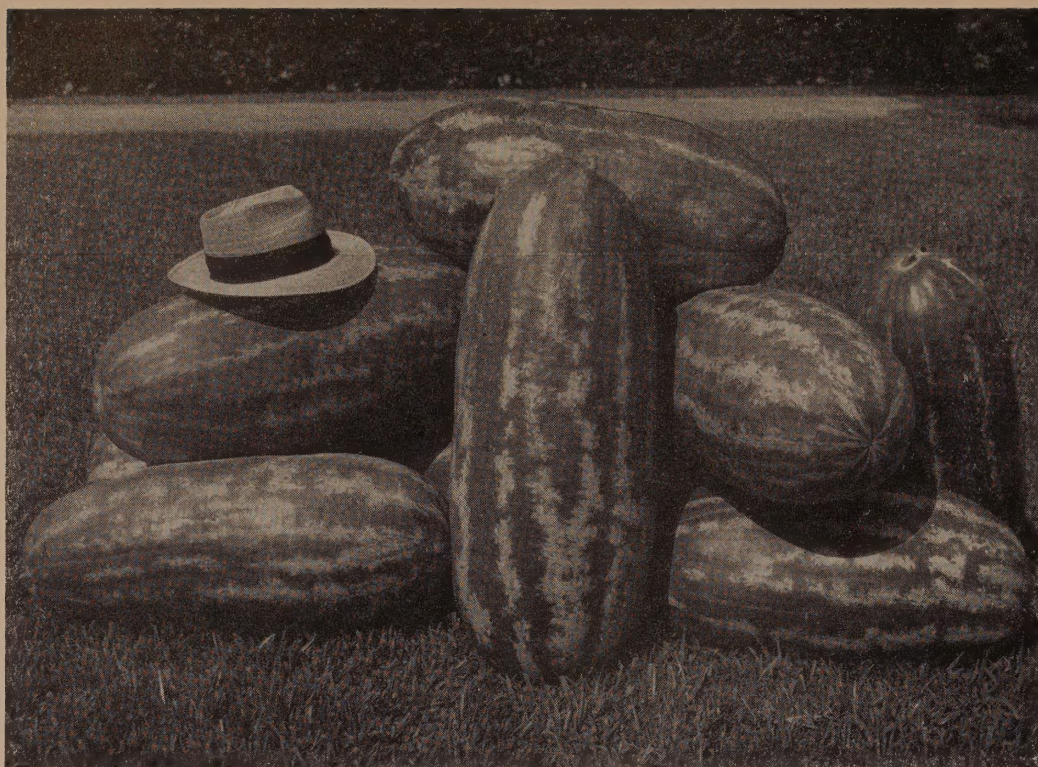
This new melon is fast becoming a leader. Exactly like red-flesh Black Diamond in shape and size until you cut one and find the tenderest, most delicious yellow flesh you've ever eaten. Midseason melon reaching 60 to 70 pounds under favorable conditions. The seeds are greyish black, with light markings, and rather small; glossy dark green rind, thin and tough for fine shipper. 5 lbs. or more \$2.00 per lb.; 1 lb. \$2.50; $\frac{3}{4}$ lb. \$2.05; $\frac{1}{2}$ lb. \$1.40; $\frac{1}{4}$ lb. 80c. Special Stock \$2.75 per lb. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except SPECIAL STOCK SEED.



THE TENDERSWEET ORDER No. 4 (Yellow Flesh)

70 POUND AVERAGE

Without a doubt this is one of the best and sweetest melons grown. Some people do not like yellow flesh melons, but in our opinion they are much better than any red flesh variety. The Tendersweet grows to a very large size, often weighing fifty and sixty pounds, you will note the huge size of the melons in this photograph as compared to the man's hat, this is a seventy pound average, they will grow to ninety pounds under favorable conditions and proper cultivation. The rind is a dark green with a very plain mottled stripe of a lighter shade from end to end, it is thick and stands hauling well; flesh is yellow and very tender. Seed are solid white to white with black rim and tips, some few slightly darker with mottled sides.

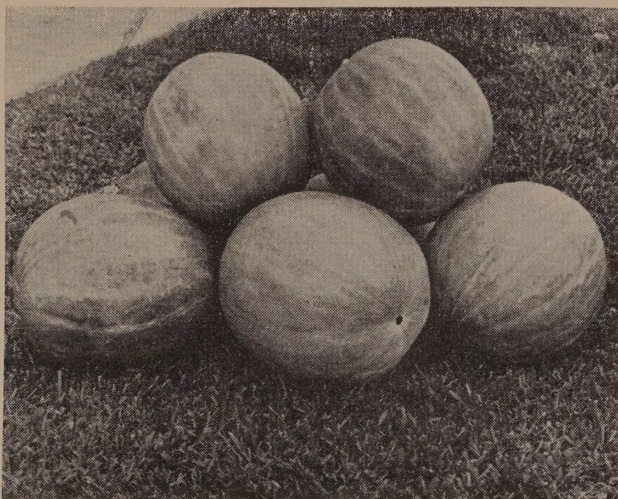


It's an early melon, maturing about one week ahead of the Black Diamond type. 5 lbs. and over \$2.00 per lb.; 1 lb. \$2.50; $\frac{3}{4}$ lb. \$2.05; $\frac{1}{2}$ lb. \$1.40; $\frac{1}{4}$ lb. 80c. Special Stock Tendersweet \$3.00 per lb. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except SPECIAL STOCK SEED.

WARRANTY

The Willhite Melon Seed Farms warrants, to the extent of the purchase price, that seeds sold are as described on the container, within recognized tolerances. Seller gives no other or further Warranty, express or implied.

NEW RELEASE: "BUSH DESERT KING" — ORDER No. 83



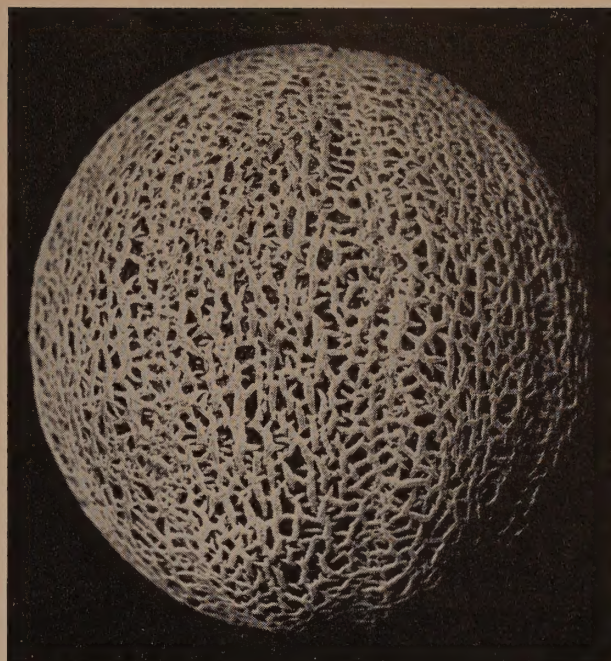
The Bush Desert King watermelon developed by Texas' own Dr. H. C. Mohr is most unusual. The term "bush" as used in the name may be misleading. The plant is not as upright in growth as a typical bush. Because of their weight the melons lie on the ground as with vine types. The mature plant covers an area of approximately 6 feet in contrast to the area covered by standard varieties. Seed are brownish-black in color, small with a distinctive curvature at the point giving them a "hooked" appearance; color of rind is pea-green; flesh yellow, tender and sweet with no strings or hollow hearts. Melons range in size from 20 to 30 lbs., require about ninety days to mature, depending on the season. They will not sunburn and are not easily damaged by wind. Supply short, only are not easily damaged by wind. Supply short. $\frac{1}{4}$ lb. \$1.15; $\frac{1}{4}$ oz. 25c, all plus postage.

TEXAS RESISTANT No. 1 CANTALOUPE—ORDER No. 46

(Aphid and Downy Mildew Resistant)

This Aphid and Downy Mildew Resistant Cantaloupe is one of the most popular cantaloupes on the market. The vine is stout and vigorous, not unusually large but having dense foliage that covers the fruit well and protects them from sunburn. Leaves are thick and of a characteristic shape and color unlike those of the common Hale's Best strains. The persistence and longevity of the vines are unusual and the plants will remain green, even in the absence of disease and insects, long after the vines of the Hale's Best strains have died. Drought and unfavorable soil conditions affect the vines very little and they still have the appearance of full vigor after the removal of the first fruits, setting new fruit in a very short time. The fruit is a desirable size, about 4½ to 5½ inches in diameter, running larger when planted in the spring than from fall plantings. Netting is moderate, the rind firm and will usually withstand shipping when harvested in full slip but not fully ripe. Flesh is a rich salmon color with a fine firm texture. The flavor is sweet and slightly musky. The seed cavity is rather small, seeds compact and few in number. Matures in about 85 days on early plantings and 60 days on late plantings.

The variety is very prolific, almost always producing a good crop, sometimes at the rate of 500 bushels of ungraded cantaloupes per acre from either spring or fall seasonal plantings. 1 lb. \$1.65; ¾ lb. \$1.40; ½ lb. 95c; ¼ lb. 55c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



TEXAS RESISTANT No. 1—ORDER No. 46

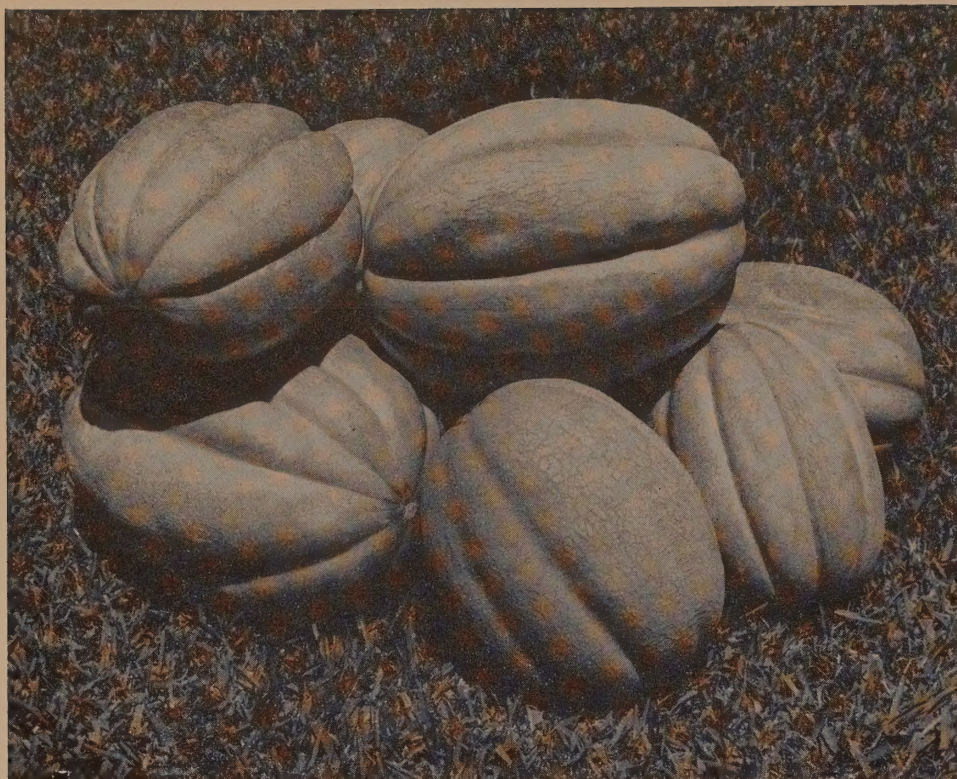
JUMBO HALE'S BEST CANTALOUPE—ORDER No. 74

(See color photograph inside back cover)



The Jumbo Hale's Best Cantaloupe is a large variety, well adapted for roadside markets and bulk hauling. Because of the large size it is not recommended for crating purposes. It is well netted and shows a distinct stripe. The vines are prolific and able to mature the large melons they

produce. The flesh is thick deep salmon color, flavor sweet and of excellent eating qualities, because of its firm flesh, it holds up and keeps longer than the average Hale's Best strain. 1 lb. \$1.50; ¾ lb. \$1.30; ½ lb. 90c; ¼ lb. 50c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



OLD TIME TENNESSEE MUSKMELON

ORDER No. 30

This variety creates a sensation wherever it is seen as it is one of the largest, if not the largest muskmelon grown. We have grown them upwards of forty pounds each. If left on the vine until fully ripe they are truly "delicious" and so smelly they can easily be found in the dark. With their deep, individual creases they are very beautiful. You will surely want some of these for your roadside stand. 2 lbs. or over \$2.50 per lb.; 1 lb. \$3.00 $\frac{3}{4}$ lb. \$2.40; $\frac{1}{2}$ lb. \$1.65; $\frac{1}{4}$ lb. 90c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

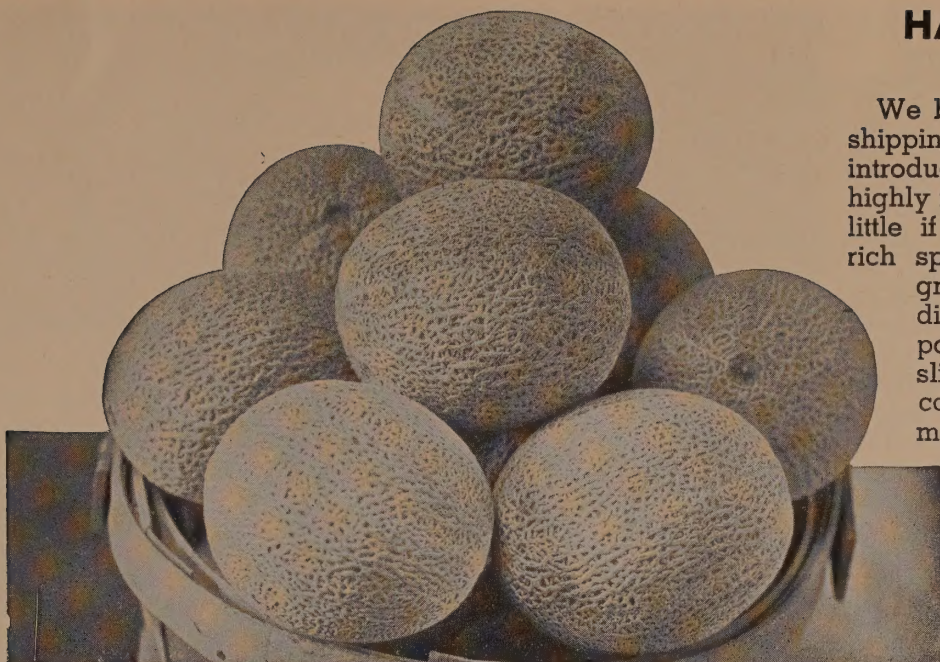
(See page 21 for description and prices on Perfected Perfecto Cantaloupe)

EDISTO CANTALOUPE

ORDER No. 78

This is a new cantaloupe variety released by the South Carolina AES. In addition to being attractive to the consumer's table, it possesses qualities that make it desirable to truckers. The rind is exceptionally hard at full slip and the flesh is so firm that it is not ripe enough to eat until several days after it reaches full slip. The vine is quite vigorous, having rather heavy stems and large leaves. It is resistant to alternaria and powdery mildew and tolerant to downy mildew. When grown on fertile soil the Edisto makes excellent yields. It averages larger fruits than the Jumbo Hale and ripens about one week later. It is a deeper and richer salmon color than most commercial varieties; the flesh thicker with high sugar content and very delicious! Being of tender yet firm texture it keeps well and is more likely to be in good condition after purchase from a retail outlet. Certified Edisto, \$1.75 per lb. Non-Certified: 1 lb. \$1.50; $\frac{3}{4}$ lb. \$1.30; $\frac{1}{2}$ lb. 90c; $\frac{1}{4}$ lb. 50c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c, except CERTIFIED SEED.





HALE'S BEST No. 36—ORDER No. 36
(See color photograph page 20)

HALE'S BEST No. 36 ORDER No. 36

We believe this to be the best early shipping cantaloupe that has yet been introduced. It ripens in eighty days, highly flavored, beautiful solidly netted, little if any suture and no ribs. The rich spicy salmon flesh is deep fine grain and holds up well for long distance shipping. Fruit $2\frac{1}{2}$ to 3 pounds, very uniform in size, have slightly oval shape. Wherever cantaloupes are grown, we recommend this melon to the melon growers, for north where the seasons are short; for the south to be the first on the market with a real good cantaloupe. 1 lb. \$1.50; $\frac{3}{4}$ lb. \$1.30; $\frac{1}{2}$ lb. 90c; $\frac{1}{4}$ lb. 50c. All plus postage. **LIBERAL PACKAGE, ANY VARIETY, 25c.**

HOW TO SEND MONEY

Money may be sent safely by post office money order, registered letter, telegraph money order. Postage stamp remittances are acceptable in amounts less than one dollar. We will not be

responsible for money sent by mail unless letter is registered. Address all orders to Willhite Melon Seed Farms, Poolville, Texas—or P. O. Box 85, Weatherford, Texas.

POLLOCK 10-25 (Orange flesh) ROCKY FORD

ORDER No. 35

We consider this the finest strain of Pollock 10-25 to be had. We obtained our planting seed direct from Rocky Ford, Colorado the home of this cantaloupe. Our strain is absolutely pure. This melon was introduced a few years ago in

a commercial way and has proven generally satisfactory; you will make no mistake in ordering the seed for your commercial crop. 1 lb. \$1.70; $\frac{3}{4}$ lb. \$1.45; $\frac{1}{2}$ lb. \$1.00; $\frac{1}{4}$ lb. 60c. All plus postage. **LIBERAL PACKAGE, ANY VARIETY, 25c.**



POLLOCK 10-25 ROCKY FORD CANTALOUPE—ORDER No. 35

MILDEW RESISTANT No. 45 CANTALOUPE ORDER No. 32

The vines of this introduction are entirely free of any mildew and highly disease resistant. In some fields for a comparison and test purposes, other Rocky Ford varieties were planted by the side of the Resistant. In these fields the non-resistant strains were immediately killed by mildew, while the Resistant intertwined with them showing no mildew infection whatever. The production and shipping qualities are due to the fact the No. 45 must be picked on a FULL SLIP and will then carry to the far distant markets, arriving in perfect condition. It has won its fame for being the most popular of the Mildew Resistant Strains; in other words, as a shipping melon, it is unexcelled. The No. 45 has a thick salmon colored flesh; is well flavored. However, the flesh is not as fine grained, neither is the flavor equal to that of the Improved Hale's Best Strains. They run largely to the Jumbo type. The melon has a reasonably small seed cavity and is perhaps one week later in maturing than the Hale's Best. If you want a melon with proven shipping and carrying qualities, a melon that MUST be VINE RIPENED, we



(See inside front cover for color photograph)

advise giving the Mildew Resistant No. 45 a trial the coming season. 1 lb. \$1.50; $\frac{3}{4}$ lb. \$1.30; $\frac{1}{2}$ lb. 90c; $\frac{1}{4}$ lb. 50c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

CANTALOUPE CULTURE

We recommend one pound of seed per acre, spacing the hills 6 to 8 feet each way, the land being a medium sandy loam, cultivating deep with the first plowing, gradually getting shallower with each cultivation as the vines grow larger. Cultivate often, keeping the field free of weeds

and grass at all times. Plant 12 to 15 seeds to the hill, thinning to two of the healthiest plants when they have four to five leaves. Cover the seed with about one inch of soil gently tamped, planting when all danger of frost in your locality is past.



SCHOON'S HARD SHELL CANTALOUPE OR MUSKMELON

ORDER No. 50

Large growing hard shell cantaloupe or muskmelon, weight from 3 to 4 pounds. Slightly oval, faint ribbing with abundant coarse netting; skin grey green, becoming pale yellow at maturity, tough and hard; flesh deep salmon, medium thick, fairly solid, juicy, good quality. Very resistant to worms. Very dependable home garden and local market type; not suitable for long distance shipping. 1 lb. \$1.80; $\frac{3}{4}$ lb. \$1.50; $\frac{1}{2}$ lb. \$1.05; $\frac{1}{4}$ lb. 60c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

IROQUOIS (WILT RESISTANT)—ORDER No. 64

Noted for its fusarium wilt resistance. Is a large type of melon, round to somewhat oval type. Approximately 7 by 8 inches in diameter. Its prominent ribs are coarsely netted; the tough rind holds and ships medium distances very well. The flesh is brilliant orange, a very narrow bright green lining separates the rind from the flesh, and the flesh is a brilliant and tasty texture. Very fine quality. Matures in approximately 90 days. 1 lb. \$2.30; ¾ lb. \$1.90; ½ lb. \$1.30; ¼ lb. 75c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

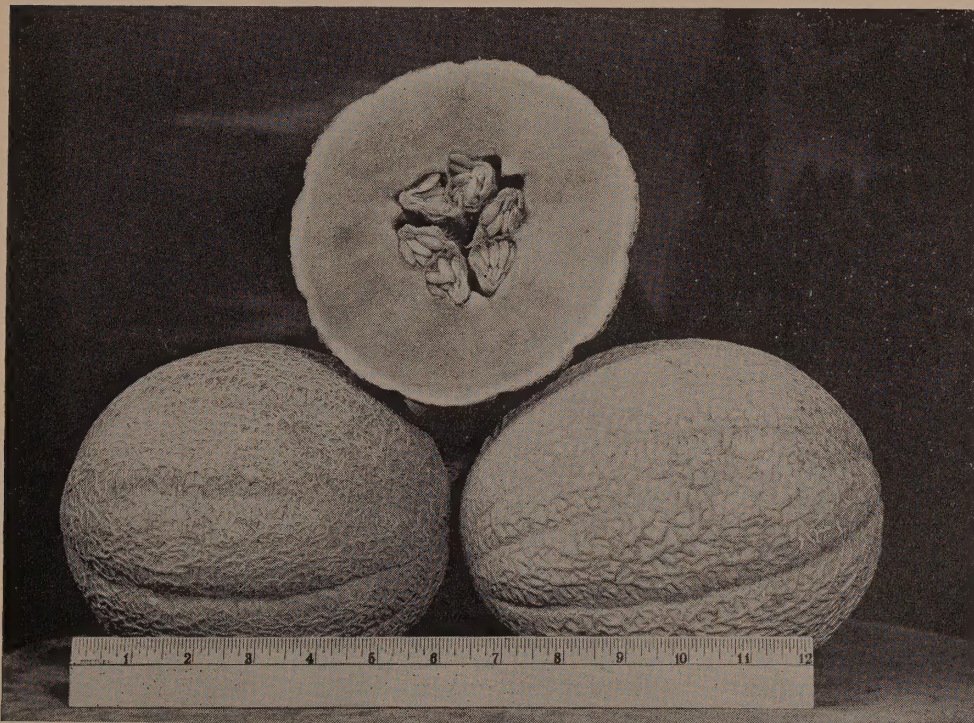


IROQUOIS (Wilt Resistant)—ORDER No. 64

ORDER BLANKS AND ENVELOPES

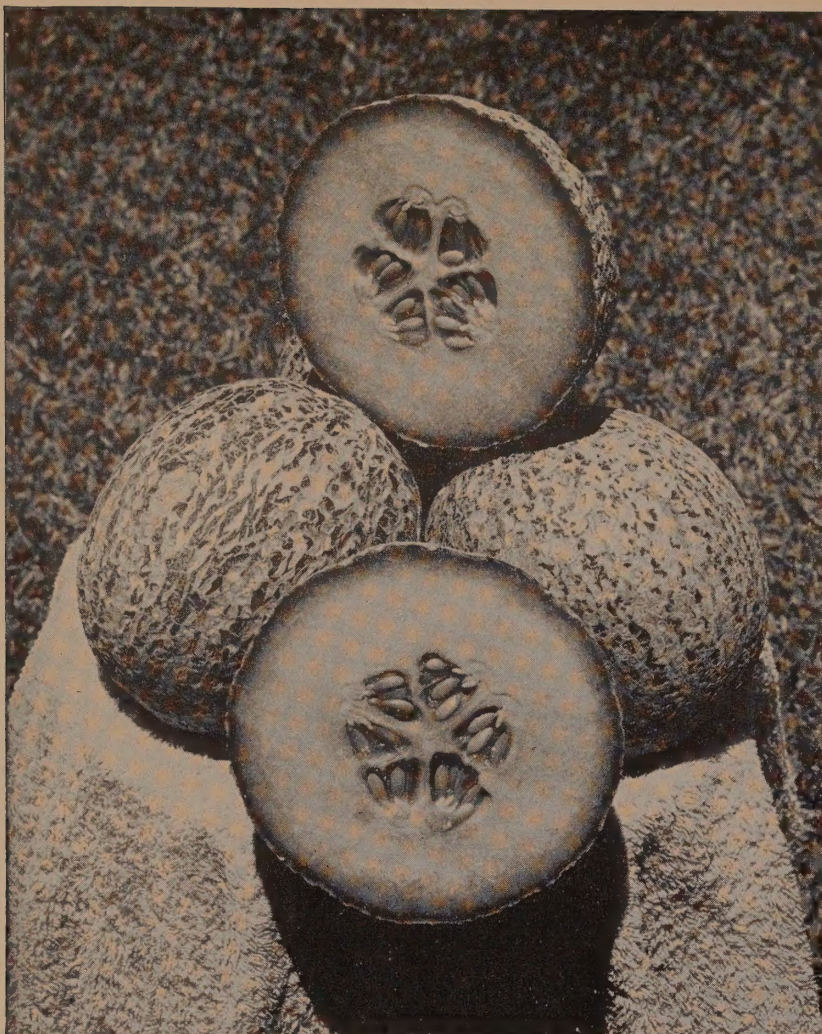
Should you need extra order blanks and our self-addressed envelopes they will be sent you upon request.

PRIDE OF WISCONSIN—ORDER No. 65



PRIDE OF WISCONSIN—ORDER No. 65

PRIDE OF WISCONSIN ranks as one of the finest local and medium distance shipping cantaloupes grown for market. The ribs are semi-prominent, the netting coarse with an exceedingly tough rind. The brilliant orange flesh is as nice a flavor as you ever tasted; quite thick with small seed cavity. A vigorous producer, it is not disease resistant. Matures in about 90 days. It is also known as Queen of Colorado. 1 lb. \$2.30; ¾ lb. \$1.90; ½ lb. \$1.30; ¼ lb. 75c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.



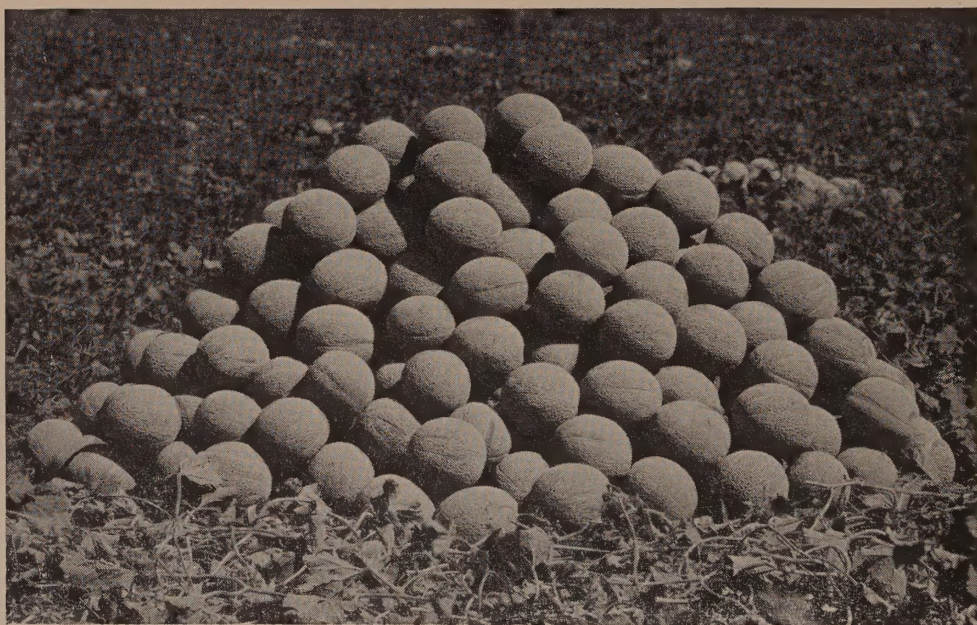
RIO GOLD CANTALOUPE— ORDER No. 77

(MILDEW RESISTANT)

This is a development from Weslaco, Branch of Texas Experiment Station. Although not a shipping melon it is noted for its excellent flavor. Vines are vigorous, highly resistant to downy mildew, fairly resistant to powdery mildew and some resistance to aphids. The leaves are dark green, medium in size; young fruits are characteristically mottled with irregular to elongated green spots but turns to bright yellow when ripe. Rind has a tough, scaly bark. Flesh is an attractive orange color ripening entirely out to the rind, very tender when fully mellowed, flavorful with high sugar content. Seed cavity is very small and dry. 1 lb. \$2.30; ¾ lb. \$1.90; ½ lb. \$1.30; ¼ lb. 75c. All plus postage. **LIBERAL PACKAGE, ANY VARIETY, 25c.**

NEW IDEAL CANTALOUPE— ORDER No. 28

Another improved strain of the Hale's Best. By careful selection this improved strain of Hale's Best has become another of the outstanding melons in districts where a large uniform early melon is desired. On an average, they produce within eighty days from date of planting. Have an unusually healthy vigorous vine and very prolific. The melons run strong to jumbo in size and oval in shape; practically all solid net; the flesh is a deep salmon color; has an excellent flavor, small seed cavity and fine shipper. We strongly urge you to give this melon a trial and feel confident you will be more than pleased with the appearance, uniformity, size and yield at harvest time, due to the fact it is



adapted to nearly all melon growing districts in the country, where a Jumbo melon is preferred. 1 lb. \$1.90; ¾ lb. \$1.60; ½ lb. \$1.10; ¼ lb. 65c. All plus postage. **LIBERAL PACKAGE, ANY VARIETY, 25c.**



COLORADO CUCUMBER—ORDER No. 37

A very attractive variety for market gardens and shipping. Length about 8½ inches, 2½ inches in diameter. Fruits are very dark green, cylindrical, tapering at stem end. Even in extra large fruit the seed remain small and tender. We believe this to be one of the choicest varieties at

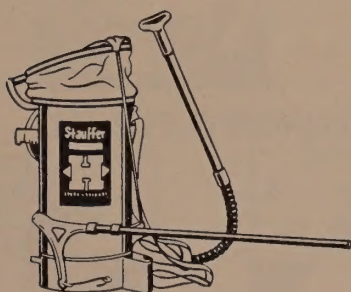
present under cultivation, both for appearance and for slicing texture. We recommend well-rotted chicken droppings as the best fertilizer to use to get the heaviest production. 1 lb. \$2.25; ¾ lb. \$2.00; ½ lb. \$1.35; ¼ lb. 75c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, 25c.

READ CAREFULLY BEFORE PLACING YOUR ORDER

There will be no refund on seed that has been out of our office more than thirty days from shipping date. We have in a few instances had customers ask to return seed when they had ordered too heavily, anticipating a freeze and in practically every case it has been too late for us to re-sell the seed that season. For this reason we will not accept seed returned for refund that has been out of our office more than 30 (thirty) days from our shipping date; positively no refund at any time after the seal has been broken on the bag.

HUDSON STAUFFER DUSTER

Less Work to Apply Dust Right

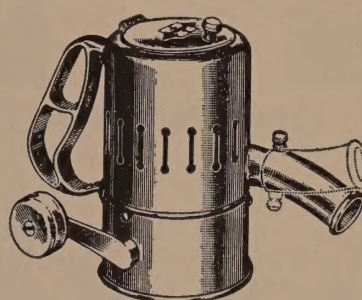


An efficient knapsack duster for vineyards, truck garden—most any crop. Discharges just a spot or blast of dust as desired—saves dust. Easy to carry, operate. Holds about 18 lbs.

We believe this Hudson Stauffer Knapsack Duster will give you satisfactory service. It is suggested for use in dusting potatoes and cabbage as well as vines and small trees. Control by use of the handle. Shipping weight, 23 lbs. Price \$39.95 plus postage.

HUDSON BANTAM DUSTER

Light . . . Compact . . . Easy to Use



Perfect for garden. Easy turns of crank provide fine cloud of dust. Adjustable nozzle, permanently lubricated gears. Full base—will not tip. Beautiful gold finish. Holds ¾ lbs. dust.

There is always a need for a small duster such as the one you see pictured here, and if you do not need one as large as the one opposite this, then your needs are met in this small type Bantam Duster. Shipping weight 3 lbs. Price \$10.95 each, plus state sales tax, plus postage.

HOW TO TREAT SEED AGAINST ANTHRACNOSE & GUMMY-STEM BLIGHT

Each of you should know the value of seed treatment by now, as we have been educating you to this act for several years. All the seed we ship out are treated with either Spergon or Arasan, which kills the spores of Anthracnose and Gummy-stem blight fungi that are carried on melon seed. Anthracnose is found in every state in the union with possible exception of California, and is transferable in the seed (see page 39 under Anthrac-

nose), but if your seed are treated with Spergon or Arasan, they will not carry the spores of Anthracnose and Gummy-stem blight.

However, this does not prevent the plants from contracting the disease after they are out of the ground, both of these diseases are more prevalent in extreme southern states where humidity is high.



BLACK LEAF 40

We have BLACK LEAF 40 in the liquid form only. 1 oz. bottle 40c; 5 oz. bottle \$1.85; 12 oz. bottle \$3.49; 5 lb. can \$10.95; 10 lb. can \$21.00. All prices plus postage.

SPERGON SEED TREATMENT PRICES

1 lb. can\$3.00 plus postage

INSTRUCTIONS FOR USING HOTKAPS

For Best Results Read Carefully

Set the HOTKAPS over seed or plant at time of planting. In dry soil, see that there is plenty of moisture in the ground before planting.

Do not set a HOTKAP in a basin or depression where water can settle. If this is done the water will have a tendency to weaken the side walls of the HOTKAP. Wherever possible, it is always best to set the HOTKAP on a slight slope so that

the soil around the HOTKAP is well drained. This can also be done by running a small furrow along one side of the HOTKAP.

We recommend the use of the HOTKAP Setter in connection with the setting of the HOTKAPS, as it will enable you to place the HOTKAP properly so that the greatest amount of efficiency will be obtained from them, also it speeds up the work of setting.

THE SETTING

To secure best results follow these instructions carefully



First place Hotkap in Setter. Press Hotkap against sides of Setter, over plant or seed.



Now cover flange protruding from Hotkap Setter with soil thoroughly but lightly with your trowel.

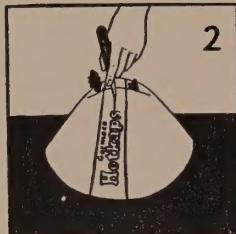


Lift Setter from Hotkap. Plant is now protected from adverse weather and also from insects.

OPENING UP HOTKAPS FOR THE GROWING PLANT



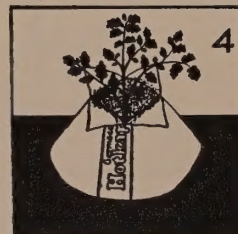
(Fig. 1) Use a small sharp-pointed knife and cut a slit across top of Hotkap about four inches long.



(Fig. 2) As soon as plant is crowding Hotkap, cut another slit in opposite direction the same length.



(Fig. 3) Now that the plant has outgrown the Hotkap, pull the four sections of the Hotkap away from the plant so that it can grow naturally through the Hotkap.



(Fig. 4) Do not remove Hotkap from plant. Let the plant grow away from it and while it remains it will afford protection to the base of the plant.



20 Hotkaps with setter	\$ 1.05	Ship Wt. 2 lbs.
100 Hotkaps with setter	3.45	5 lbs.
250 Hotkaps with setter	6.50	8 lbs.
1,000 Hotkaps without setter	20.15	34 lbs.
5,000 Hotkaps (per 1,000)	19.85	34 lbs.
10,000 Hotkaps (per 1,000)	19.75	34 lbs.
Fiberboard setters, each	20	1 lb.
Steel Setter, each	1.95	4 lbs.

Prices shown above plus 2% state sales tax.

All prices F.O.B. Poolville, Texas

FUSARIUM WILT

Fusarium wilt is a serious soil-borne disease of watermelons and is not transferable on the seed. The disease cannot be controlled in the field, except by planting wilt-resistant varieties, such as the following: Blacklee, Kleckley No. 6, Fairfax, Charleston Gray, Dixie Queen, White Hope, Summit, Hope Diamond, Charleston Gray 133, and Shipper.

POLLINATION BY HONEY BEES

One of the most important problems is that of obtaining adequate pollination of large fields. Watermelons are monoecious; that is, they produce both male and female flowers on the same plant; however, the male and female organs are in separate flowers. This fact along with the fact that the stamens, which are the pollen producing organs, are located deep within the throat of the flower, makes these plants almost entirely dependent upon insects for pollination. There is still another factor which affects the pollination and that is the relatively short time the female blooms are open and receptive and the male flowers are open and the pollen mature and capable of fertilizing the female flower. If no insects are present to accomplish the transfer of pollen during this receptive period, little or no fruit will be set and the yields will be greatly reduced.

Honey bees are especially valuable and they are more or less under man's control and their numbers can be increased or decreased by simply moving colonies into or out of the fields. Then, too, honey bees have the trait of sticking to one crop. If a bee visits one variety once they will continue to work these flowers as long as they remain open or until the nectar flow ceases.

Each year colonies of bees are killed by spraying the fields with insecticides; however, this could be avoided if the following precautions are taken: The blossoms of these flowers are open early in the morning and are all closed by early afternoon, and the next day new flowers are open. One can rarely find honey bees in the fields by mid-afternoon. Knowing this trait, the grower can arrange to do all of his spraying in the late afternoon when the bees are not working in the fields. The flowers are visited by the bees the following day, being freshly opened they will not contain any of the insecticide.

PLEASE NOTICE AND READ CAREFULLY

On the pages to follow I have endeavored to outline land preparations, cultivation, fertilization and many other things that I have been asked questions about. However, in following these rules, you must remember to always take into consideration the amount of rainfall in your particular area as too much fertilizer and too much nitrate of soda will cause white hearted melons if you don't get the proper amount of moisture. It is far better to not have enough than it is to have too much and

not have the moisture to take care of it. If your soil is heavy it will not take as much fertilizer, or maybe it is already rich and doesn't need as much. Be sure to bear this in mind when making preparations and fertilizing.

LAND PREPARATION AND FERTILIZATION

Land should be plowed six or eight weeks in advance of planting because soil plowed just before planting is likely to dry out and result in a poor stand.

About two weeks before the seed are to be planted the furrows should be freshened, the rows layed off, and the fertilizer applied, using from 100 to 200 pounds per acre, the amount depending greatly upon the nature and fertility of your soil and the amount of rainfall received in your particular vicinity. Be sure to put your fertilizer deep enough in the ground that you will not plant directly in the fertilizer as very often this will kill the germination of your melon seed.

The fertilizer should be applied evenly in the furrows rather than only at the check or hills, since watermelons produce an extensive root system, outward as well as the tap root going down six feet or more. The fine feeder roots are the length of the vines, for this reason you should be careful never to cultivate closer to the plant than the vine is long.

After the seed are planted from one to three applications of side-dressing should be applied. In early producing areas, three applications of side-dressing are applied as follows:

1. At thinning time when 4 to 6 leaves appear—nitrate of soda at the rate of 1 to 2 tablespoonfuls per plant.
2. When runners are about 2 feet long, apply nitrate of soda at the rate of 25 to 50 pounds to the acre.
3. When melons are 10 to 12 pounds in weight, an 8-0-8 or similar grade of top dressing at the rate of 75 to 100 pounds per acre. This application can be put down the row middles since the root system will have a spread throughout the entire area by that time.

Local conditions vary throughout the country and fertilizing methods and amounts of applications vary from county to county. So much depends on local climate and former crop history of the soil. It is very important, therefore, that the grower seek out the answers for application to his own soil. The local county agricultural agent or State Agricultural College will be glad to furnish the desired information.

CAUSES AND EFFECTS OF "NITROGEN"

Nitrogen causes the melons to grow and makes the fruit firm. Too much nitrogen can cause the melons to not color up and will sometimes cause white hearts.

POTASH, ITS CAUSES AND EFFECTS

Potash causes the plants to root and fruit, also gives melons a better color.

CULTIVATION

Watermelons should be cultivated much the same as other crops. Any implement may be used that will destroy the weeds and grass, remembering always to cultivate shallow and not close enough to the plants to prune the roots.

When the vines commence to run, they should not be disturbed by cultivation. Cultivation done after the vines have begun to run should be done between the rows and far enough away from the vines so that they will not be disturbed.

It is always desirable to avoid working the vines when they are wet in order to keep the spread of fungous diseases at a minimum.

Use care later on in the season to avoid stepping on the vines or otherwise damaging them. Such injury may result in white streaks in the fruits. Purdue University, West Lafayette, Ind., has valuable information available about starting melon seedlings in beds or flats.

SEED PER ACRE

We recommend one pound of seed per acre of any variety. There are 4,760 average seed to the pound. This will plant 303 hills twelve by twelve putting about 15 seeds to the hill, there being 43,560 feet in an acre. By putting enough seed to the hill and later thinning to two of the best plants to the hill, the outside plants will act as a protection to the inner plants, which often saves replanting the entire acreage. Thin when the plants have four leaves.

THE PICKLE WORM OR MELON WORM

This pest seldom reaches any important stage in any area north of Missouri, but south of that line, it is often a difficult problem. It confines its work largely to Squash, Cantaloupe and Cucumber. The adult of this pest is a beautiful moth, with a wing spread of about one inch, brownish in color with a semi-transparent area in the middle of the wing. The melon worm may have three or four generations per year, requiring about a month to pass from the egg to adult stage. It lays small, flat elliptical white eggs, mostly on the blossoms, blossom buds or tender tip growth. Hatching in three to five days the young larvae soon begin their work. Although the damage of the young caterpillars may be considerable to the foliage and blossoms, the greater damage occurs to the fruits; as they become more mature, they bore into the melon, feeding as they bore. Since this is true, arsenical sprays are of very little value, contact

poisons, such as nicotine, are also of little value. Therefore, naturally the preventive methods are most effective. The moths being strong fliers rotation of crops is almost futile. But destruction of infested fruits helps throughout the season and prompt destruction of vines and immature fruits after the crop has been gathered will reduce the number of moths to appear next season. Deep plowing during the fall and early winter will destroy many of the hibernating pupae. The above described predatory pest may be known in your particular section as the Cantaloupe Borer.

CONTROL OF THE MELON APHID OR HONEYDEW

The melon aphid is by far the most abundant and destructive aphid affecting watermelons, cantaloupes and cucumbers that we have and very often will be present on some vines far in advance of the grower's knowledge. However the presence of ladybugs or lady beetles and ants about the melon plants is almost a sure sign that the melon aphid is present also. The lady beetles feed on the aphids themselves and the ants upon the honeydew excreted by them. When your vines become badly infested the leaves and young fruit become covered with a sticky coat of this excretion. When this has developed to such a degree that the leaves begin to curl up, the plant rarely recovers enough to make normal growth even if the insects are controlled.

The attack of the melon aphid may occur in the early spring or later, depending upon the climatic conditions and may continue throughout the entire growing period. In the South, very often a few of these insects appear almost as soon as the melons are up. From these few, great multitudes will develop as soon as the weather becomes warmer.

To control the melon aphid it is necessary to employ a contact insecticide, what is meant by that is some substance that kills when it touches the body of the insect. The effectiveness of a contact dust or spray depends upon the thoroughness of its application. That is the reason that in spraying or dusting for the melon aphid, the underside of the leaf must be dusted as this is where during the day that you will find this insect, only coming out on top of the leaf in the cool of the night hours.

One pint of Malathion in 50 gallons of water is very effective in the control of aphids. Do not apply, however, unless the plants are dry and do not apply within three days of harvest. Keep mixed and spray entire vine, or you may use 5% Malathion Dust. Although not poisonous to humans, care should be taken in its use. Another method of control for the melon aphid is the use of Black Leaf 40 and lime, applied to the underside of the leaves. This dusting should be done very early in the morning, while the dew is still on your vines, as the dust will have a tendency to cling to the leaf longer when applied at this time. It is very important that you spray early

before your plants begin to vine, by killing the very first aphids that appear, you can control this insect much easier. If you begin in time two or three dustings are usually sufficient to hold them in check until the melons mature. This mixture of Black Leaf 40 and lime costs very little, one two-pound can of Black Leaf 40 costs only \$4.80 and when added to 36 pounds of lime will make you 38 pounds of dust that is very deadly to the aphid when applied in the right manner. Get lime at lumber yard. Let us again caution you to begin dusting for the melon aphid very early and do not wait until your vines become large and well covered with honeydew, at which period very little can be done.

To mix the dust, place the lime and Black Leaf 40 in a can in the proportions given above, now put into the can a piece of chain or several pebbles the size of large marbles and thoroughly shake or roll the can until the lime and Black Leaf 40 are thoroughly mixed, as it is most important that the Black Leaf 40 be thoroughly mixed with the lime to make a uniform dust. This mixture will become stronger if set aside for awhile and kept tightly sealed. Fill your duster about two-thirds full of this mixture and remember, dust your leaves from the underside for melon aphids.

Watermelon growers usually find that dusting is more practical than spraying especially for small growers. It is very easy to spot dust with a hand duster when the aphids first appear. By using this method aphids should be very easy to control.

SECRET IS SIMPLE

The secret of growing melons is quite a simple one, consisting of hard work and a little common sense together with a few rules to go by. The time to begin next year's crop is this year. The land should first be selected, preferably good deep sandy loam soil, creek bottom land is better if high enough to keep from overflowing. If possible plant this land to Vetch or some other legume that can be turned under while green, getting it plowed under before frost, covering well. If you use barnyard fertilizer get it out by the first of December if at all possible. Well rotted straw makes a very good fertilizer if placed in the row early enough. In fact almost any well rotted organic matter makes an excellent fertilizer if put out at the proper time. One of the most important items in growing watermelons is a well prepared seed bed; a thoroughly pulverized, well cultivated, clean seed bed is almost half the job done in making a crop of melons as far as cultivation is concerned, for the more time spent in preparing and cultivating the seed bed for planting the less time that will have to be spent cultivating your melons after they are up and growing. Where your land lies rolling it is quite a good idea to contour your melon rows to the lay of the land so that each row will act as a terrace. Many benefits may be derived from this, as it will keep your land from washing during hard rains and conserve moisture

from light rains or showers during the dryer times. Do not fail to cultivate shallow after the first plowing, care being exercised not to allow the plow to run deep enough to interfere with the root system, which covers practically the whole of the area between your rows. Many times the feeder roots will travel a distance of twenty feet from the tap root in their search for food. A last word, cultivate often, once each week if at all possible, and plow just as long as you are able to get through the middle without injury to your vines.

HOW TO GROW THE BIG ONES

Keep all the melons pruned off until the vines have reached about eight feet in length; select two of the very best uniform shaped melons, leaving them on the vine, keeping all other melons clipped off until the two selected are full grown and begin to ripen, at which time two more may be selected to leave. Never plant melons on the same land more than one time in five years unless you have deep bottom land, and then not more than two years in succession.

PRUNING NECESSARY

Pruning enables the vine to put its strength into sizing the individual melon and hastening its maturity. The plant should not be called on to support more melons than it can mature well. Pruning is usually done when the melons are four to six inches long, always leaving the best and most uniform melons. The amateur grower seems to be afraid to prune the melons from the vine and consequently lets his vine attempt to bring ten to twelve melons to maturity at one time. Some growers prune down to a single melon, others leave two, three or four, depending on the size they would like to produce. When they have ripened off you can let others set on. With 300 to 350 hills to the acre and four to six melons to the hill during the season, the grower can expect from twelve to fifteen hundred melons per acre when the crop is good. Always leave a melon on the vine until it is ripe as lots of money is lost by getting too anxious and cutting it before it is ripe.

HOW TO PROTECT YOUR MELONS FROM SUNBURN

Spray or sprinkle common hydrated or powdered lime over the top side of all melons as they near the ripening stage. Perhaps a more efficient but somewhat slower method is to mix the lime with water, using a paint brush, paint the tops of all your melons at the ripening period. Lime applied in this manner has a tendency to stay on your melons better than if applied in the dry form. This pure white lime reflects the heat from the sun's rays thus preventing sunburn.

Watermelon Plant Diseases and Their Control

WILT—Entire plant wilts (at first only during hot part of day), and finally dies. Water vessels in wilted stems appear discolored.

PREVENTIVE—Plant on new land whenever possible. At least do not plant on same land oftener than once in 4 or 5 years. Gather and burn old vines after harvest. Plant resistant varieties such as Blacklee, Kleckley Sweet No. 6, Fairfax, Charleston Gray, Dixie Queen, White Hope, Summit, Hope Diamond, Charleston Gray 133, and Shipper.

ANTHRACNOSE—Black spots on leaves and stems. Young fruit becomes dark colored and shrivels when the stem is attacked. Spots on fruits are numerous, large and often of pinkish color.

LEAF SPOT—Small, round, black spots on older leaves near base stem. These leaves die and drop off.

DOWNEY MILDEW—Irregular black areas on leaves. Under moist weather conditions the entire foliage may be killed. Sometimes a faint, purplish, downy growth may be seen on the under side of the infected spots.

TREAT ALL THE ABOVE DISEASES AS FOLLOWS:

A combination of crop rotation, destruction of plant refuse, seed treatment and spraying or dusting are necessary to keep in check these diseases of watermelon.

PARZATE controls Downy Mildew, Leaf Spot, Anthracnose and Leaf Molds.

PARZATE is a powerful fungicide and yet it is mild on plant leaves, so mild in fact that it will not burn or stunt even the most sensitive plants. It comes in liquid or dry form, is a Du Pont product. See your local dealer; if he does not have it write Du Pont, Grasselli Chemicals Dept., Wilmington, Delaware.

BLOSSOM-END ROT—Discoloration and shriveling of the blossom end of melon. Decay progresses inwards. No control methods are known, although the affected melons should be removed from the field to prevent the development of parasitic organisms on them which may possibly infect other fruits and portions of the vine.

COLD, WIND AND SAND INJURY

When young plants are exposed to very low temperatures, which do not kill but cause severe damage by stunting to such an extent further growth is slow. Growth is almost entirely stopped, and when further growth occurs it is often in an

irregular manner, causing curling of the leaves making them more susceptible to attacks of various fungi than those in a more normal condition of growth, and are often killed by such fungi.

Strong winds, in March, often whip and tear the leaves severely, drying them out and the torn edges become hard and brittle again making them susceptible to the attacks of fungi. The most serious type of wind injury, however, occurs during fruit setting by whipping off blossoms and injuring young melons until they turn dark and drop off.

BLOSSOMS BUT NO MELONS

The setting of melons is dependent on pollination by insects, usually bees or the striped cucumber beetle, however, temperature and moisture conditions must also be right for satisfactory pollination. High temperatures and extreme dry weather prevailing through much of the growing period may result in poor set of melons. Even where plants are grown under irrigation high temperatures might interfere with pollination. "With most plants the proper pollination of blossoms is dependent on a set of conditions, all of which must be just right at blossoming time." All cucurbits, which include melons, squashes, pumpkins and cucumbers, produce separate male and female blossoms, with the former which carry the pollen predominating over the female or fruit-forming blossoms by ten or more to one. A large number of blossoms, therefore, does not necessarily mean a heavy set of fruit. Generally, during the growing season, periods occur when all necessary conditions are right and a normal crop of melons is produced.

ROOT KNOT—Elongated swellings or small, round galls on the roots of plants are common symptoms of the root-knot disease. The causal agent is a small worm, called a nematode, which is scarcely visible to the unaided eye. Plants affected with root-knot are lacking in vigor, stunted, and pale in color. Root-knot galls are ordinarily much smaller and more numerous than the large, more spherical swellings of crown gall. One might confuse root-knots with the nodules on leguminous plants which are produced by the beneficial nitrogen-fixing bacteria. These nodules are easily broken off from the side of the root, whereas nematode galls are swellings of the root itself and cannot be separated from the root. Another eel-worm, the meadow nematode, injures some plants by causing tufts or rootlets without causing galls. The eradication, or even satisfactory control, of root-knot nematodes is not easily obtained. All weeds should be controlled since many of them are hosts for the nematodes. Clean fallow of the soil with frequent cultivation during dry weather tends to reduce the nematode population through drying of the soil and starvation.

STEM-END ROT—May appear in the field through wounds in the melon rind. Most frequent in shipments of watermelons. Infection takes place in the cut stem causing a dark, soft, water-soaked area near the stem. Decay progresses finally shriveling the entire melon.

TREATMENT—When packing for shipment cut off end of stem and paint fresh cut with paste made as follows: Dissolve ½ lb. copper sulphate in 3½ quarts of boiling water (use enamelware vessel). Stir ½ lb. laundry starch into 1 pint of water and add to the above boiling copper sulphate solution, with rapid stirring. Boil until a thick paste is formed. Make up fresh paste for each treatment (a carload of melons requires 1 quart of paste).

HAIL—Hail storms frequently cause heavy damage to various crops. All succulent plants and their fruits such as cotton, corn, watermelons, tomatoes, small grains, are affected. In addition to the above factors too much water in the soil, improper placement of fertilizer and high winds may cause severe and widespread damage to the crop. Little is known definitely concerning the control or treatment of injuries due to unfavorable climatic conditions. Maintenance of favorable soil moisture through plowing under of cover crops or the use of mulch may be helpful in certain cases. Affected plants should be pruned back after the injured parts have become distinct, to force normal growth.

CUCUMBER BEETLES (Both Striped and Spotted)—These bugs are very deadly to most vine plants early in the spring and usually begin to suck them as soon as the plant comes out of the ground. Use a dust spraying machine (any kind). Mix one pound of arsenate of lead with twelve pounds of lime. Spray lightly underneath the leaves early in the morning while plants are moist with dew. Use just enough to slightly whiten the plant. Spray about every two days until plants are ten days old. After they are that old they cannot harm the plants. (See page 36 for Aphis control.) Get the bugs and lice early and you will have little trouble with them later.

ANTHRACNOSE

Anthracnose is the most destructive disease of watermelons in the United States; being especially severe in the southern states it is said to cause more loss than all other watermelon diseases combined. The Anthracnose fungus can attack all parts of the watermelon plant above ground in all stages of their growth, but usually shows up on the oldest leaves first. The leaves show small black spots, which may soon enlarge until the whole leaf becomes black and shriveled. Many times, whole fields may show these blackened leaves in just a few days time. Often, however, under less favorable conditions to the disease, only the leaves at the center of the plant are killed, leaving the stem and a part of the vine bare. During wet weather the spots on the leaves

show to be an orange-pinkish color and are somewhat raised, while in dry weather these spots are grayish and less noticeable; however, these spots or spores are what spreads the disease in wet weather. This disease is by no means confined to the melon vine, but will attack the melon as well. When young melons become infected black spots appear very similar to those on the leaves. On older melons the disease causes small watery spots with greasy yellowish centers, which become elevated making the surface of the melon bumpy in appearance. To control this disease, it is very essential that the seed be treated before planting. For development after plants are up, possibly originating from untreated seed or from soil of a former melon planting, it possibly can be checked by the application of Dithane, Parzate or other materials at the rate recommended by the manufacturers. Spreading of this disease can be greatly avoided by keeping out of the infected fields when the plants are wet, as the fungus is easily transferred by walking through the vines. However, if you live in a section that is very prevalent to Anthracnose, we suggest that you plant your crop this year in either the Congo found on page 16, Charleston Gray on pages 8 and 16, Fairfax, page 5, in Blackstone, inside back cover, Garrisonian, pages 6 and 14 Hope Diamond, page 10, or Charleston Gray 133, page 3.

CANTALOUPE

Cantaloupe flowers are receptive to pollination only between 7:00 and 9:00 in the morning, according to Dr. Thomas N. Little, Extension Vegetable Crops Specialist, University of Riverside, California. Not only are flowers receptive to pollination just two hours a day but a high number of pollen grains are required for every flower. Every seed needs one pollen grain; and an average cantaloupe contains 400 to 600 seeds. Insects are necessary for fruit production since pollen cannot be carried by wind. Generally one good colony of bees per acre is recommended. In fertilization tests conducted in California, five times as much phosphorus was required when applied broadcast as the amount needed in band application to produce the same results. In the tests neither nitrogen nor phosphorus was found to have any effect on sugars. Effect on the size of fruit was minor but the total number of fruits and rate of maturity was greatly affected by both of these nutrients.

NOTICE

All prices are quoted for immediate acceptance and confirmation, and all sales made subject to stocks remaining unsold, loss or damage by fire, shortage or failure of crop, stenographic errors and contingencies beyond our control.

WE DO NOT PAY POSTAGE OR SHIPPING CHARGES

If seeds are to be shipped by mail, please enclose sufficient money to pay mailing charges (see rate sheet below), allowing extra postage for bags, seals and tags, as weight given you is net. If they are to be shipped by Freight, Motor Freight or Express the charges can be paid at your end of the line. However, bear in mind that no Express or Motor Freight services are available on Saturdays and Sundays in the smaller towns and cities, a skeleton crew only being employed in the larger cities on these two days to handle perishable freight.

PARCEL-POST OR FOURTH-CLASS MAIL

RATES OF POSTAGE, CLASSIFICATION, INSURANCE AND C.O.D. FEATURES, WRAPPING, ETC.

Fourth-class Matter, known as domestic parcel-post mail, includes all parcels up to 16 ounces in weight containing circulars, books, catalogs, and other matter wholly in print, together with merchandise, farm and factory products, seeds, cuttings, bulbs, roots, scions, and plants, and all other mailable matter not embraced in the first and second classes. The same matter in parcels weighing 8 ounces or less is embraced in third-class mail.

Rates of Postage on Fourth-Class Matter to be Fully Prepaid—are by the pound, according to distance or zone as shown in the following table and paragraphs (1), (2), and (3).

(NOTE:) Maximum weight limit for third-class mail increases from 8 ounces up to 16 ounces.

Minimum weight for fourth-class mail increases from over 8 ounces to 16 ounces or more.

EXCEPTIONS

(1) In the first and second zone, where the distance by the shortest regular practicable mail route is 300 miles or more, the rate is the same as for the third zone.

(2) Parcels weighing less than 10 pounds and measuring over 84 inches, but not more than 100 inches in length and girth combined, are subject to a minimum charge equal to that for a 10-pound parcel for the zone to which addressed.

(3) For special rates on catalogs consult postmaster.

Weight 1 pound and not exceed- ing	Zones								Weight 1 pound and not exceed- ing	Zones							
	Local	1-2 Up to 150 miles	3 150 to 300 miles	4 300 to 600 miles	5 600 to 1,000 miles	6 1,000 to 1,400 miles	7 1,400 to 1,800 miles	8 Over 1,800 miles		Local	1-2 Up to 150 miles	3 150 to 300 miles	4 300 to 600 miles	5 600 to 1,000 miles	6 1,000 to 1,400 miles	7 1,400 to 1,800 miles	8 Over 1,800 miles
2 lbs.	\$0.24	\$0.33	\$0.35	\$0.39	\$0.45	\$0.51	\$0.58	\$0.64	36 lbs.	\$0.92	\$1.77	\$2.18	\$2.80	\$3.69	\$4.61	\$5.75	\$6.78
3 lbs.	.26	.38	.41	.47	.55	.64	.74	.83	37 lbs.	.94	1.81	2.23	2.87	3.78	4.72	5.89	6.95
4 lbs.	.28	.43	.47	.55	.65	.77	.90	1.02	38 lbs.	.96	1.85	2.28	2.94	3.87	4.83	6.03	7.12
5 lbs.	.30	.48	.53	.63	.75	.90	1.06	1.21	39 lbs.	.98	1.89	2.33	3.01	3.96	4.94	6.17	7.29
6 lbs.	.32	.53	.59	.70	.85	1.03	1.22	1.40	40 lbs.	1.00	1.93	2.38	3.08	4.05	5.05	6.31	7.46
7 lbs.	.34	.58	.65	.77	.95	1.16	1.38	1.59	41 lbs.	1.02	1.97	2.43	3.15	4.14	5.16	6.45	7.62
8 lbs.	.36	.63	.71	.84	1.05	1.29	1.54	1.78	42 lbs.	1.04	2.01	2.48	3.22	4.23	5.27	6.59	7.78
9 lbs.	.38	.68	.77	.91	1.15	1.42	1.70	1.97	43 lbs.	1.06	2.05	2.53	3.29	4.32	5.38	6.73	7.94
10 lbs.	.40	.73	.83	.98	1.25	1.55	1.86	2.16	44 lbs.	1.08	2.09	2.58	3.36	4.41	5.49	6.87	8.10
11 lbs.	.42	.77	.89	1.05	1.35	1.67	2.02	2.34	45 lbs.	1.10	2.13	2.63	3.43	4.50	5.60	7.01	8.26
12 lbs.	.44	.81	.95	1.12	1.45	1.79	2.18	2.52	46 lbs.	1.12	2.17	2.68	3.50	4.59	5.71	7.15	8.42
13 lbs.	.46	.85	1.01	1.19	1.55	1.91	2.34	2.70	47 lbs.	1.14	2.21	2.73	3.57	4.68	5.82	7.29	8.58
14 lbs.	.48	.89	1.07	1.26	1.65	2.03	2.50	2.88	48 lbs.	1.16	2.25	2.78	3.64	4.77	5.93	7.43	8.74
15 lbs.	.50	.93	1.13	1.33	1.75	2.15	2.66	3.06	49 lbs.	1.18	2.29	2.83	3.71	4.86	6.04	7.57	8.90
16 lbs.	.52	.97	1.18	1.40	1.85	2.27	2.81	3.24	50 lbs.	1.20	2.33	2.88	3.78	4.95	6.15	7.71	9.06
17 lbs.	.54	1.01	1.23	1.47	1.95	2.39	2.96	3.42	51 lbs.	1.22	2.37	2.93	3.84	5.03	6.26	7.84	9.22
18 lbs.	.56	1.05	1.28	1.54	2.05	2.51	3.11	3.60	52 lbs.	1.24	2.41	2.98	3.90	5.11	6.37	7.97	9.38
19 lbs.	.58	1.09	1.33	1.61	2.15	2.63	3.26	3.78	53 lbs.	1.26	2.45	3.03	3.96	5.19	6.48	8.10	9.54
20 lbs.	.60	1.13	1.38	1.68	2.25	2.75	3.41	3.96	54 lbs.	1.28	2.49	3.08	4.02	5.27	6.59	8.23	9.70
21 lbs.	.62	1.17	1.43	1.75	2.34	2.87	3.56	4.14	55 lbs.	1.30	2.53	3.13	4.08	5.35	6.70	8.36	9.86
22 lbs.	.64	1.21	1.48	1.82	2.43	2.99	3.71	4.32	56 lbs.	1.32	2.57	3.18	4.14	5.43	6.81	8.49	10.02
23 lbs.	.66	1.25	1.53	1.89	2.52	3.11	3.86	4.50	57 lbs.	1.34	2.61	3.23	4.20	5.51	6.92	8.62	10.18
24 lbs.	.68	1.29	1.58	1.96	2.61	3.23	4.01	4.68	58 lbs.	1.36	2.65	3.28	4.26	5.59	7.03	8.75	10.34
25 lbs.	.70	1.33	1.63	2.03	2.70	3.35	4.16	4.86	59 lbs.	1.38	2.69	3.33	4.32	5.67	7.14	8.88	10.50
26 lbs.	.72	1.37	1.68	2.10	2.79	3.47	4.31	5.04	60 lbs.	1.40	2.73	3.38	4.38	5.75	7.25	9.01	10.66
27 lbs.	.74	1.41	1.73	2.17	2.88	3.59	4.46	5.22	61 lbs.	1.42	2.77	3.43	4.44	5.83	7.36	9.14	10.82
28 lbs.	.76	1.45	1.78	2.24	2.97	3.71	4.61	5.40	62 lbs.	1.44	2.81	3.48	4.50	5.91	7.47	9.27	10.98
29 lbs.	.78	1.49	1.83	2.31	3.06	3.83	4.76	5.58	63 lbs.	1.46	2.85	3.53	4.56	5.99	7.58	9.40	11.14
30 lbs.	.80	1.53	1.88	2.38	3.15	3.95	4.91	5.76	64 lbs.	1.48	2.89	3.58	4.62	6.07	7.69	9.53	11.30
31 lbs.	.82	1.57	1.93	2.45	3.24	4.06	5.05	5.93	65 lbs.	1.50	2.93	3.63	4.68	6.15	7.80	9.66	11.46
32 lbs.	.84	1.61	1.98	2.52	3.33	4.17	5.19	6.10	66 lbs.	1.52	2.97	3.68	4.74	6.23	7.91	9.79	11.62
33 lbs.	.86	1.65	2.03	2.59	3.42	4.28	5.33	6.27	67 lbs.	1.54	3.01	3.73	4.80	6.31	8.02	9.92	11.78
34 lbs.	.88	1.69	2.08	2.66	3.51	4.39	5.47	6.44	68 lbs.	1.56	3.05	3.78	4.86	6.39	8.13	10.05	11.94
35 lbs.	.90	1.73	2.13	2.73	3.60	4.50	5.61	6.61	69 lbs.	1.58	3.09	3.83	4.92	6.47	8.24	10.18	12.10
									70 lbs.	1.60	3.13	3.88	4.98	6.55	8.35	10.31	12.26

Day Phone: LYric 4-7519
Night Phone: LYric 4-6465

WILLHITE MELON SEED FARMS

WEATHERFORD, TEXAS

IMPORTANT: To assist you as well as us, please place all orders from each family under one name.

Name _____ Street _____ R. F. D. _____ Box _____ Post Office _____ State _____ P. O. Box _____ Express or Freight _____ Station _____ Railroad _____ IF YOU HAVE MOVED since last order, please give your old address here Rural _____ Box _____ Street _____ Route _____ No. _____ Address _____ Post Office _____ State _____	Date _____ Amt. Enc. _____ Please Do Not Write In This Space
---	--

The Willhite Melon Seed Farms warrants to the extent of the purchase price, that seeds sold are as described on the container, within recognized tolerances. Seller gives no other or further warranty, express or implied.

[illegible]

DID YOU ENCLOSE POSTAGE?

IF YOU ARE LATE WITH YOUR ORDER, PLEASE STATE SECOND CHOICE.



Never press on a watermelon with the palm of the hand to see if it is ripe. To do so bruises the melon and makes it unfit for consumption. A green melon will have a clear ring when thumped, with shiny glossy rind, whereas a ripe melon has a dull dead sound, with not so much sheen and on the dark rind varieties they are usually a little rough to the feel of your hand, with rind becoming much harder due to the fact they have completed their growth. The quality of many melons is ruined by abuse trying to see if they are ripe. One that is vine ripened is much better in every respect.

Our 25c packages contain $\frac{1}{2}$ ounce of seed except Bush Desert King which contains $\frac{1}{4}$ ounce and when your order calls only for that size packages we pay the postage on them; however should your order include even as much as $\frac{1}{4}$ lb. of any other variety of seed besides the 25c package you pay postage on the full amount. If your order contains Hotkaps, Spergon, or Black Leaf 40 you also pay postage on the entire order. PLEASE be sure to send enough money to cover the postage so that we will not have to write you regarding this or deduct from your seed. If too much is sent, same will be refunded in postage stamps wrapped in wax paper inside your package. Please notice postage rates on page 40.

This catalog is our salesman. Much time and effort has gone into its preparation and it contains valuable information, not only in regard to seed but also as to how melons may be successfully grown.

When buying our Certified seed from local dealers be sure that the bags are still intact with seals and strings unbroken as they were when they left our plant. Certified seed should always be sold in the exact amount that the certified tag shows it to be; the amount not to be changed after it leaves our hands.

NOTICE

All quotations, acceptances of orders and promises of shipment are subject to change, limitations, cancellations made necessary by Seasonal Conditions, State, Government regulations or other hazards. We reserve the right to control affecting our operations. We exercise care to have all varieties true to name. No variety is understood and we agreed that should any variety prove untrue to name that we shall be liable only for the sum paid, and shall not be liable for any greater amount.

WILLHITE MELON SEED FARMS
Weatherford, Texas

WILLHITE MELON SEED FARMS
Weatherford, Texas

BLACKSTONE ORDER No. 80

This new melon, a Black Diamond type, was developed at the Southeastern Vegetable Breeding Laboratory at Charleston, S. C., and shows great promise of becoming very popular with melon growers. Its earliness of maturity and resistance to anthracnose, one of the most serious diseases of the fruit and foliage, are two of the strong points of Blackstone. It also exhibits a degree of resistance to fusarium wilt. In some plot tests the Blackstone set even better than the Black Diamond, the melons being some smaller with an average of 30 to 35 pounds, but growing very uniform. This melon was developed from a cross between Fairfax and Black Diamond. All of its disease resistance derives from Fairfax; the shape, color, seed pattern and other physical characteristics come from Black Diamond, but being a little darker green in color. It cuts red, ripens out very near the rind, but is firm enough that its shipping qualities are excellent. The flesh is sweet and crisp and quite delicious. We strongly advise you to try this new melon and believe that you will be pleased with it, either for commercial or garden use. Certified: \$2.50 per lb. Non-certified: 1 lb. \$2.00; ¾ lb. \$1.65; ½ lb. \$1.15; ¼ lb. 65c. All plus postage. LIBERAL PACKAGE, ANY VARIETY, except CERTIFIED SEED, 25c.



GOOD PURE SEED from GROWER to GROWER



Jumbo HALE'S BEST ORDER No. 74

(See page 27 for more detailed
description and prices)

If you are interested in an ideal cantaloupe for your roadside stand or bulk hauling, this is the variety for you. They are much larger than the Hale's Best No. 36 but have the same fine flavor and eating qualities. They will hold up exceptionally well. Be sure to include some of these in your next order.

Will White

MELON SEEDS

'39th

annual catalog

WHOLESALE & RETAIL

Active member of: American Seed Trade Association, Southern Seedsmen's Association, and Texas Seedsmen's Association.

**"GOOD PURE SEED
FROM GROWER
TO GROWER"**

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